HART
MARKET RESEARCH STUDY
FINAL REPORT

Prepared for the HVCEO by the
Service Development Department of the
Housatonic Area Regional Transit District

HOUSATONIC VALLEY
COUNCIL OF ELECTED OFFICIALS

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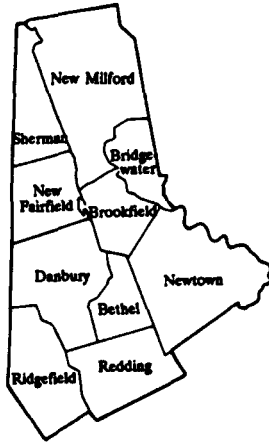
HART

MARKET RESEARCH STUDY

FINAL REPORT

October, 1995

This HVCEO Planning bulletin was prepared in cooperation with the Federal Transit Administration and the Connecticut Department of Transportation. The opinions, findings, and conclusions expressed in this publication are those of the Housatonic Valley Council of Elected Officials and do not necessarily reflect the official views or policies of the Connecticut Department of Transportation or the US Department of Transportation.

Prepared for HVCEO by the
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EXECUTIVE SUMMARY

Eight municipalities in the Housatonic region are served by The Housatonic Area Regional Transit District (HART). Danbury, Bethel, Brookfield and New Milford receive HART fixed route service. SweetHART demand-response service is available in the municipalities of Bethel, Brookfield, Danbury, New Fairfield, New Milford, Newtown, Redding and Ridgefield.

HART has experienced dramatic growth in ridership over the past decade. Fixed route ridership has increased to more than 600,000 trips per year while SweetHART ridership has increased to 70,000 annual trips.

In an effort to continue the upward trends in ridership, it is critical that HART understand what its customers and the region's citizens want and need. The transportation products provided by HART must be continually adapted to meet customer mobility needs.

Under the direction of HVCEO, HART conducted a market research study to determine public perceptions and attitudes towards HART and its services. The project serves as a benchmark from which future changes in service and marketing efforts can be easily compared.

Surveys of the general public, HART fixed route riders and SweetHART riders were conducted by the Center for Research and Public Policy (CRPP) of New Haven, CT.

A total of 300 surveys were conducted on-board HART fixed route vehicles in proportion to route usage. Just over 400 surveys of members of the general public were conducted by phone, in proportion with 1990 population data. 100 surveys of SweetHART users were conducted by phone in proportion to SweetHART usage by municipality.

Survey results include:

- **Name recognition was good among the general public with 94.3% indicating they had heard of HART.**

- **Among the general public, 60% of those surveyed had no knowledge or opinion of HART's performance.**

- **Most users of HART service have few options for mobility. More than 66% of fixed route passengers and 98% of SweetHART passengers own no car, while only 7.2% of the general public fits into this category.**

- Most fixed route riders use the bus primarily for work trips (50.8%) and Shopping (41%). SweetHART riders use the bus primarily for shopping (41%) and medical appointments (33%).

- More than 88% of fixed route passengers, 90% of SweetHART passengers and more than 86% of the general public feels that it is important that HART receive public support.

- Positive opinions about SweetHART service fell in the range of 82% to 100%. Positive opinions about fixed route service fell in the range of 51% to 79%.

- When asked if they'd seen a HART advertisement, 74% of SweetHART respondents, 50.7% of fixed route respondents and more than 64% of the general public said no.

- The ability to entice the general public to use HART service appears to correlate with income levels and car ownership.

Based on survey results, recommendations were developed to improve the way HART markets and promotes it services, and to identify possible service enhancements. These recommendations are listed below.

MARKETING

1. **Develop targeted promotions to improve awareness of positive aspects of Housatonic Area Regional Transit to both riders and the general public.** Promotions should be bolstered by a media mix of newspaper and radio advertising, public relations for the general public and direct mail to SweetHART riders. Targeted promotions can run the gamut from public educational programs, to internally based, externally promoted customer service programs and ridership incentive programs.

2. **Implement an on-going community relations program.** The most effective way to reach the needs of the community is to be available to address their concerns and recommendations. One reason that SweetHART riders may have such a high satisfaction level, is that they are regularly asked for input at hearings and meetings. Only about 51% of fixed-route riders felt that HART was concerned about problem solving.

    By holding forums in each of HART's municipalities, HART can generate response and feedback from the public on all HART services. HART can then translate this information into targeted marketing and service objectives.

3. **Targeted advertising program.** Generate frequent advertising in local newspaper and radio, the two most preferred modes of communication in each component of the marketing survey, to inform the general public of HART services.

4. **Maintain a consistent public relations program.** From informing the public of all service changes to touting new hires and new vehicle acquisitions, HART should strive to maintain an on-going public relations program. With on-going press releases and a quarterly public relations focus, HART should get the word out and receive greater recognition and awareness from the public and riders.

5. **Develop better HART/Rider communication methods.** HART has traditionally communicated service changes by means of HARTbeats -- small notices that are posted in HART vehicles and at the Pulse Point. By posting larger, easier to read or framed HARTbeats, as well as distributing flyers to users, HART can improve rider communications and better inform riders affected by service changes. Unused interior advertising space could be utilized to supplement HARTbeats for service changes. HART can utilize the SweetHART ridership database to target riders via direct mail for significant changes.

   Survey ridership on an annual basis. An annual rider satisfaction survey will allow HART to track rider satisfaction, gauge the effectiveness of Marketing strategies, and identify further areas for service improvement.

SERVICE

1. **Explore options for expansion of service week and hours.** Data shows that passengers ride by necessity regardless of service quality and feel somewhat constrained by the level of service. Among suggested service improvements, evening and Sunday services were far more popular improvements among most riders than quality of service factors such as frequency or trip time. Longer service spans and more service days are better ridership generators than increased trip frequencies or express routing within existing service hours. Additional study should explore the level of demand for evening and Sunday services for all or some routes.

2. **Expand services only where a predictable ridership base is present.** Service expansion should be considered in areas with demographics similar to those of typical HART passengers. For fixed route services, an area should have a relatively high population density, a low-income resident base, and a low rate of auto ownership to be considered a likely recipient for regular-route service expansion

at current levels of frequency. HART's Geographic Information System (GIS), expected to be on-line within the next year, will facilitate evaluation of areas not currently receiving service and will help identify any existing pockets of transit-dependent residents. Among residential areas, only these areas are likely to produce consistent transit ridership.

3. **If expansion would require a tax increase, educate the public first.**
   While some public support for taxes for expansion of routes exists, survey results indicate that many members of the general public are not aware enough about HART service to form an opinion. The survey result showing less than 15% of the general public did not know whether or not they would support a tax increase for transit does not appear to leave much opportunity for increasing support through increased awareness. However, 53% of this same population did not know that HART received government-provided money to subsidize the service. Therefore, opportunities exist to inform the public about the nature of transit funding and underscore its importance. Survey responses show that support of tax increases for transit increased as uncertainty (i.e., "don't know" responses) decreased. The correlation appears to be that once learning about transit and the degree to which it relies on subsidies, the public becomes more willing to support funding.

Housatonic Area Regional Transit District
Market Research Study
Final Report

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I. INTRODUCTION:

The Housatonic Area Regional Transit District (HART) runs fixed route bus service on seven routes in Danbury, Bethel, Brookfield and New Milford and SweetHART demand-response paratransit service in the municipalities of Bethel, Brookfield, Danbury, New Fairfield, New Milford, Newtown, Redding and Ridgefield. SweetHART service is available to persons with disabilities and senior citizens age 60 or older. In Redding, service is available to all residents.

Under the direction of HVCEO, HART conducted a marketing research study to determine public perceptions and attitudes toward HART and its services.

This project serves as a benchmark from which future changes in public opinion can be easily compared. The purpose of the market research effort was to:

- Measure public perception and attitudes towards HART and HART services,
- Determine which factors influence use or increased use of HART services,
- Measure public support for funding of HART, and
- Measure rider satisfaction.

Over the past ten years, ridership has grown dramatically. Fixed route ridership has increased to more than 600,000 trips per year while SweetHART ridership has increased to 70,000 annual trips. Improved services, new vehicles, a new downtown Danbury "Pulse Point", and a new maintenance/operations facility have all contributed to the increased use of public transportation in the Housatonic Valley Region.

In an effort to continue the upward trends in ridership, it is critical that HART understand what its customers and the region's citizens want and need. The transportation products provided by HART must be continually adapted to meet customer mobility needs.

This report identifies the state of public opinion relative to HART and its services. Recommendations are included to improve the way HART markets and promotes its services to the public and to identify possible service enhancements.

II. METHODOLOGY:

In late September 1994, HART prepared and advertised a request for proposals (RFP) soliciting qualified firms to submit proposals to HART for the conduct of a general public survey and rider satisfaction surveys.

In response to HART's RFP, five proposals were received. Based on the qualifications of the firms submitting proposals, HART chose the Center for Research and Public Policy (CRPP) of New Haven, CT to conduct the market research surveys.

Initial planning meetings between CRPP and HART took place in early December 1994. Survey instruments were prepared by CRPP and reviewed by HART staff and HVCEO staff over the next two months. As a result, revisions to the survey forms were recommended to CRPP.

During the month of February, 1995, CRPP conducted surveys of the general public via telephone, and on-board HART fixed route and SweetHART vehicles. Slightly more than 400 surveys were conducted by phone, completed in proportion with total 1990 census population for each municipality. A total of 300 surveys were completed on board HART fixed-route vehicles proportional to route usage. A total of 95 surveys were conducted aboard SweetHART vehicles.

Survey tabulation and editing of survey responses was completed by the CRPP. Additional cross tabulations were completed on request of HART staff. Upon review of final SweetHART results in early June, HART requested that CRPP re-survey the SweetHART population to obtain a more representative distribution of respondents by municipality.

A compilation of survey results was prepared by the CRPP in late February and is included after this report. In the Summary of Findings section of the CRPP report, categories on tables occasionally total greater than 100%. This occurs when more than one answer to questions was allowed. Second and third responses are tabulated separately in the Composite Data Section of the CRPP report, and are referenced where appropriate.

Categories in tables presented in the Summary of Findings Section of the CRPP report are selected for clarity of presentation and do not necessarily include all responses. Categories may therefore total less than 100%. Complete tabulations of all responses are included in the Composite Data Section.

CRPP also provided highlights of survey responses and suggested marketing recommendations.

III. KEY FINDINGS:

DEMOGRAPHICS

Not surprisingly, the demographics of the HART fixed route and SweetHART passengers surveyed, as opposed to the general population, are quite different and indicate that many of HART's current riders have few options for mobility. More than 66% of fixed route passengers and 98% of SweetHART passengers own no car, while only 7.2 % of the general public surveyed fits in this category.

The education level of the general public is also higher, according to survey results. Almost 45% of the general public surveyed had a college degree, while only 13.7% of fixed route passengers and 4% of SweetHART passengers had college degrees.

Income levels follow the same disparate trends. According to survey results, 94% of SweetHART passengers and 49.4% of fixed route passengers have an annual income of under $25,000, as opposed to only 10.6% of the general public.

The table below summarizes these data.

Selected Demographics of Survey Respondents by Percent			
	Fixed Route Passengers	*SweetHART Passengers*	*General Public*
Own no car	66.1	98.0	7.2
Own 1 car	27.4	2.0	53.3
Own 2 or more cars	3.8	0	39.2
Graduated High School	76.4	30.0	91.0
Graduated College	13.7	4.0	44.9
Income under $10,000	22.9	68.0	4.2
Income under $25,000	49.4	94.0	10.6

According to survey results, only 19.3% of fixed route passengers use the service primarily for convenience while 53% use it because they have no other transportation available.

NAME RECOGNITION

HART name recognition was good among the general public surveyed, with 94.3% of all respondents indicating that they had heard of HART. Awareness of SweetHART was lower at 68.4% overall.

The table below indicates the breakdown of name recognition by municipality. Residents of Bethel were least aware of HART (82.1%), Residents of Ridgefield were least aware of SweetHART (66.7%). The lower level of awareness concerning SweetHART may be attributable to the fact that with the exception of the town of Redding, only elderly and disabled persons may use SweetHART service. Survey results indicate that 81% of SweetHART users are age 65 or older. This age group represents between 8% and 12% of the population of each municipality in the HART service area, according to 1990 census results.

Municipality	Aware/Heard of SweetHART (Percent)	Aware/Heard of HART (Percent)
Bethel	71.4	82.1
Brookfield	81.3	100.0
Danbury	75.8	95.7
New Fairfield	83.3	100.0
New Milford	75.0	95.5
Newtown	72.9	89.6
Redding	75.0	100.0
Ridgefield	66.7	91.7

CURRENT USAGE OF HART SERVICES

The majority of passengers using the fixed route system live in Danbury. The breakdown of HART fixed route passengers surveyed by the municipalities they live in is as follows:

Municipality	Percent of respondents, fixed route survey.
Bethel	17.1
Brookfield	3.1
Danbury	68.8
New Fairfield	1.0
New Milford	8.2
Ridgefield	1.7

The comparative population of those municipalities with fixed route service; Bethel, Brookfield, Danbury, and New Milford appear to be a large factor here. Based on 1995 population estimates, Danbury has the greatest relative number of residents with 54% of the total combined population of the four municipalities. In like fashion, Brookfield has the smallest relative population at 12% of the combined population of the four municipalities.

New Fairfield and Ridgefield have no fixed route service. Those respondents presumably transferred into the fixed route system via SweetHART, the Ridgefield Shuttle or other means.

Most of those using HART fixed route services are using them for basic transportation. 50.8% of those surveyed on the fixed route bus use it primarily for work trips, while 34.4% use it primarily for shopping.

Most SweetHART passengers use the bus primarily for shopping (41%) and medical appointments (33%).

SUPPORT FOR FUNDING

Overall, public support of transportation services appears to be consistent among all three categories of survey respondents. 88.3% of fixed route passengers, 90% of SweetHART passengers and 86.4% of the general public feel that it is important that HART receive public support.

SweetHART passengers were the least likely to support a tax increase to expand routes at only 39%, as compared to 48.9% of the general public surveyed and nearly 65% of the fixed route bus survey respondents. This may be due to the fact that SweetHART riders already have door-to-door transportation and do not use the fixed route system. Further, SweetHART riders as a group have low income levels, and are likely to be concerned about any increase in their expenses.

25.4% of the general public respondents, 31% of SweetHART riders surveyed and just over 19% of fixed route riders surveyed were not at all likely to support a tax increase. These figures are illustrated on the following page.

	Fixed Route Passengers (Percent)	SweetHART Passengers	General Public (Percent)
Very important that HART receives public support	73.3	24.0	51.1
Somewhat important that HART receives public support	15.0	66.0	35.3
Very likely to support a tax increase to expand routes	34.8	6.0	11.6
Somewhat likely to support a tax increase to expand routes	30.1	33.0	37.3
Not at all likely	19.1	31.0	25.4

Among respondents from the general public, potential support for a tax increase varied widely by municipality. Between 35% to 59% of respondents by municipality were likely to support a tax increase. From 3.6% to 50% of respondents by municipality did not know if they would support an increase.

Municipality	Likely to support a tax increase (Percent)	Unlikely to support a tax increase (Percent)	Don't know (Percent)
Bethel	53.6	42.8	3.6
Brookfield	37.5	40.7	21.9
Danbury	47.9	41.0	11.2
New Fairfield	50.0	33.3	16.7
New Milford	59.1	27.3	13.6
Newtown	45.8	39.6	14.6
Redding	35.0	15.0	50.0
Ridgefield	56.3	33.3	10.4

These responses emphasize the need for educating the public about HART and the services it provides. In most cases, those municipalities where residents were most likely to support an increase (e.g., Bethel at 53.6% likely to support an increase) have the lowest "don't know" percentage. Conversely, those municipalities with the largest number of responses in the "don't know" category, showed the lowest percentage of support for tax increases.

PERCEPTION OF SERVICE

General Public

Among the general public, 60% of those surveyed had no knowledge or opinion of HART's performance in any facet of service provision. This correlates with the fact that according to survey responses, only 2.7% of the respondents from the general public use the bus. Among those that provided some opinion, approximately 70% of the responses were positive.

SweetHART

SweetHART riders surveyed are in general satisfied with the service. When asked to rate 13 characteristics of SweetHART service, positive opinions fell in the range of 82% to 100%, with all but two categories rating 90% or better. When asked to rate the performance of HART employees in six categories, positive opinions ranged from 84% to 86%. This is consistent with the opinions voiced about SweetHART drivers and service at public hearings for SweetHART fare increases held in late May, 1995.

Possible factors for these positive ratings are the more personalized nature of a demand-response service such as SweetHART. SweetHART vehicle operators tend to remain in service in the same areas for longer periods than on the fixed route system. The more intimate nature of SweetHART vehicles, with their small size and low passenger loads may also be a factor. Overall, because most SweetHART riders are elderly or disabled, they pay a lower average fare than those that use the fixed route system and receive a higher level of service.

Fixed Route

Fixed route passengers are overall less satisfied than SweetHART riders, with positive opinions in the range of 51% to 79% for HART fixed route service. Positive perception of characteristics of HART employees by fixed route respondents fell in the range of 69.4% to 77.4%.

Passenger perception of the service was most favorable regarding the basic operation of the service. The three categories with the greatest positive passenger perception were service dependability and reliability at 78.8%, safety at bus stops at 74.1% and on-time frequency at 69.3%.

Only 50.9% had a positive perception toward HART's concern about problem solving. This was the lowest rated of the characteristics respondents were asked about. Only 57.7% believe HART adequately keeps riders informed (this characteristic received the lowest positive rating from SweetHART riders, at 82%) HART has made some extensive changes in the

way it operates in recent years, for example, moving from a flag stop system to use of bus stop signs, that have caused confusion among passengers. These responses indicate the need for improved communication of service changes to passengers.

Bus appearance and comfort were positively perceived by 59.0% and 61.1% of fixed route passengers, respectively. This is understandable given the age of HART's current fixed route fleet. The oldest HART fixed route vehicles will be replaced by new vehicles by Spring 1996, which should help improve these perceptions.

These results are summarized on the following page.

HART FIXED ROUTE RIDERS SURVEY
PASSENGER PERCEPTION OF OPERATIONS

Legend:
- Dependable/Reliable Service?
- Convenient Route Schedule?
- Maintaining Safety at Stops?
- Frequency of On-Time Pick Ups?

HART FIXED ROUTE RIDERS SURVEY
PASSENGER PERCEPTION OF ADMINISTRATION

Legend:
- Keeping Riders Informed?
- Being Open and Honest?
- Responsive/Caring Employees?
- Concern About Problems?

COMMUNICATION

Nearly 65% of the general public, 72% of SweetHART passengers and 46.7% of fixed route passengers surveyed indicated that newspapers were the best method for HART to communicate with them.

Preferred Method of Communication	Fixed Route Passengers (Percent)	SweetHART Passengers (Percent)	General Public (Percent)
Newspapers	46.7	72.0	64.9
Radio	13.7	13.7	12.8
Mailings	17.0	10.7	2.0
Television	10.7	2.0	3.5

When asked if they'd seen a HART advertisement, 74% of SweetHART respondents, 50.7% of fixed route respondents and 64.2% of the general public said no.

Of those that had seen an advertisement, the advertising most remembered for both the general public and fixed route respondents was posters on buses (10.1% and 30.5% respectively). Only six SweetHART survey participants recalled seeing a HART advertisement, and all of them indicated it had been in the newspaper.

INCENTIVES AND SERVICE EXPANSION

Almost 58% of the general public respondents and 37.5% of SweetHART respondents indicated that nothing could be done to encourage them to use HART service. In comparison, 10.4% of HART fixed route passengers indicated that nothing could encourage them to use the service.

The table on the following page indicates the breakdown by municipality for those members of the general public that indicated that nothing would influence them to use HART service.

Municipality	Nothing (Percent)
Bethel	53.6
Brookfield	71.9
Danbury	54.2
New Fairfield	58.3
New Milford	34.1
Newtown	58.3
Redding	85.0
Ridgefield	68.8

These perceptions follow a pattern consistent with the income level of each municipality, as reported in the 1990 census. As indicated previously, the average HART passenger has lower than average income levels. According to survey results, respondents from municipalities with the highest per capita income; Redding ($37,193), Ridgefield ($34,193) and Brookfield ($24,277) have the least inclination to use HART services. Respondents from the three municipalities with the lowest per capita income; Danbury ($19,300) New Milford ($20,482), and Bethel ($20,528) are more likely to be encouraged to use HART service. New Fairfield and Newtown, at per capita income of $23,031 and $22,747 respectively, fall in the mid-range.

Night/Sunday service would encourage use among 57.7% of fixed route passengers and 59% of SweetHART passengers. Only 4.2% of the general public felt that this would encourage them to use HART.

In the case of express bus services, 20% of fixed route riders would like service to Ridgefield. SweetHART riders were most interested in service to Southbury, at 25.7%. Manhattan was the most mentioned destination of an express bus service (15.8%) by the general public. However, 37.8% of the general public were not interested in any location for express bus service.

It is important to note that express bus service was a low factor in encouraging use of HART among all three categories of survey respondents. Only 4.4% of general public respondents and 3.6% of fixed route riders indicated that express buses would influence them to use HART service. No SweetHART riders indicated that express bus service would influence their use of HART.

What would encourage use of HART*	Fixed Route Passengers (Percent)	SweetHART Passengers (Percent)	General Public (Percent)
Expanded Routes	1.0	0.0	7.1
More bus frequency	35.3	0.0	8.4
Night/Sunday Service	57.7	59.4	4.2
Express bus service	3.6	0.0	4.4
Nothing	10.3	37.5	57.5

* Total is greater greater than 100% in Fixed Route Passenger column because multiple responses were allowed. See composite data section of CRPP Report for tables of first, second and third responses to HART Public survey question 17, and HART Riders question 14b.

Car ownership among the general public surveyed appears to be a factor in the ability to entice non-users to use HART. Overall, 44% of those that did not own a car indicated that nothing would influence them to use the service. Among those that own one car, the number increases to 58.4%. For those that own three or more cars, the number increases to 64.9%.

IV. RECOMMENDATIONS:

MARKETING

HART recommends the development of the following strategic marketing objectives to propagate the growth of ridership and targeted funding resources.

1. **Develop targeted promotions to improve awareness of positive aspects of Housatonic Area Regional Transit to both riders and the general public.** Promotions should be bolstered by a media mix of newspaper and radio advertising, public relations for the general public and direct mail to SweetHART riders.

    Promotions could include:

    *   Public educational programs for schools and organizations using HART staff and vehicles to talk about HART service and demonstrate use of buses,
    *   Reduced fare days tied to Earth Day, a significant milestone in HART service (e.g., one millionth passenger) or community events,
    *   Discount summer passes for students,
    *   Expanded participation in transportation fairs to target the cost savings and environmental benefits of transit with the business community. Employee discount passes or free rides could be given out for employees that sign up to use the service,
    *   Participation in food drives; e.g., collection boxes are placed on bus, and those that donate an item get a free ride coupon,
    *   Customer service awards for HART employees, publicized in the local press, and
    *   Holding an Operations Center community open house.

2. **Implement an on-going community relations program.** The most effective way to reach the needs of the community is to be available to address their concerns and recommendations. One reason that SweetHART riders may have such a high satisfaction level, is that they are regularly asked for input at hearings and meetings. Only about 51% of fixed-route riders felt that HART was concerned about problem solving.

    By holding forums in each of HART's municipalities, HART can generate response and feedback from the public on all HART services. HART can then translate this information into targeted marketing and service objectives. This also permits management to communicate directly to the public at large why changes in service or fares are made. Future forums could report on progress towards addressing rider and community concerns.

HART employees should be encouraged to participate in community-based activities as part of the community relations program. This can generate additional press and develop positive relationships with local community leaders.

3. **Targeted advertising program.** Generate frequent advertising in local newspaper and radio, the two most preferred modes of communication in each component of the marketing survey, to inform the general public of HART services. A large percentage of the public, nearly 60%, has no knowledge or opinion of HART services.

   HART should emphasize those components of HART service that were highly rated by users such as reliability, safety and dependability. Basic information on route locations, schedules and how to ride buses would be included.

   Use of customer or vehicle operator testimonials could be employed to promote positive service components and how people use HART service i.e., medical appointments, work or shopping.

   Exterior ad space on buses, the medium most remembered by those members of the general public and fixed route passengers that recalled HART advertising, should also be used to promote HART service.

4. **Maintain a consistent public relations program.** From informing the public of all service changes to touting new hires and new vehicle acquisitions, HART should strive to maintain an on-going public relations program. With on-going press releases and a quarterly public relations focus, HART should get the word out and receive greater recognition and awareness from the public and riders.

   Positive newsworthy items such as awards, grants and citations received increases in ridership or employee participation in community service programs could all be highlighted. A coordinated, thematic campaign is more likely to be remembered over the long term than a scattershot approach.

5. **Develop better HART/Rider communication methods.** HART has traditionally communicated service changes by means of HARTbeats -- small notices that are posted in HART vehicles and at the Pulse Point. By posting larger, easier to read or framed HARTbeats, as well as distributing flyers to users, HART can improve rider communications and better inform riders affected by service changes. Unused interior advertising space could be utilized to supplement HARTbeats for service changes. HART can utilize the SweetHART ridership database to target riders via direct mail for significant changes.

6. **Survey ridership on an annual basis.** An annual rider satisfaction survey will allow HART to track rider satisfaction, gauge the effectiveness of Marketing strategies, and identify further areas for service improvement. Changes in response rates, such as the level of public awareness of HART between surveys, should help guide the overall success of the marketing program. Many of these trends will be visible only over a longer term, so repeat surveys, conducted in a similar manner and with a similar sample size should be an important priority.

As improvements in communication with riders are made, positive perceptions of HART services should increase. Increases in these positive perceptions could provide additional sources of material for advertising and public relations efforts.

SERVICE

1. **Explore options for expansion of service week and hours.** Data shows that passengers ride by necessity regardless of service quality and feel somewhat constrained by the level of service. Among suggested service improvements, evening and Sunday services were far more popular improvements among most riders than quality of service factors such as frequency or trip time. Longer service spans and more service days are better ridership generators than increased trip frequencies or express routing within existing service hours. Additional study should explore the level of demand for evening and Sunday services for all or some routes.

2. **Expand services only where a predictable ridership base is present.** Service expansion should be considered in areas with demographics similar to those of typical HART passengers. For fixed route services, an area should have a relatively high population density, a low-income resident base, and a low rate of auto ownership to be considered a likely recipient for regular-route service expansion at current levels of frequency. HART's Geographic Information System (GIS), expected to be on-line within the next year, will facilitate evaluation of areas not currently receiving service and will help identify any existing pockets of transit-dependent residents. Among residential areas, only these areas are likely to produce consistent transit ridership.

3. **If expansion would require a tax increase, educate the public first.** While some public support for taxes for expansion of routes exists, survey results indicate that many members of the general public are not aware enough about HART service to form an opinion. The survey result showing less than 15% of the general public did not know whether or not they would support a tax increase for transit does not appear to leave much opportunity for increasing support through increased awareness.

However, 53% of this same population did not know that HART received government-provided money to subsidize the service. Therefore, opportunities exist to inform the public about the nature of transit funding and underscore its importance. Survey responses show that support of tax increases for transit increased as uncertainty (i.e., "don't know" responses) decreased. The correlation appears to be that once learning about transit and the degree to which it relies on subsidies, the public becomes more willing to support funding.

APPENDIX

Market Research Study Report
Center for Research and Public Policy

Market Research Study

Conducted For: Housatonic Regional Area Transit

Prepared By: The Center for Research and Public Policy

February 23, 1995

Statement of Confidentiality and Ownership

All analyses, findings, reports, and recommendations contained in the following report are the sole property of Housatonic Area Regional Transit.

As required by the Code of Ethics of the National Council on Public Polls and the U.S. Privacy Act of 1974, The center for Research and Public Policy (CRPP) maintains the anonymity of respondents to surveys we conduct. No information will be released that in any way might reveal the identity of a respondent.

Table of Contents

Section 1: Introduction

The Center for Research and Public Policy (CRPP) is pleased to present the results of the Housatonic Area Regional Transit (HART) survey conducted in February 1995.

Surveys were conducted with 405 residents in HART's service area by phone, completed in proportion with 1990 census figures for each town. In additional 300 on-board surveys were completed among HART riders, proportionate with route use, and 100 SweetHART surveys were conducted by phone.

This report summarizes statistics collected from research conducted from February 6-10, 1995.

HART commissioned CRPP to conduct this survey to investigate customer satisfaction in regards to a number of issues, along with areas which investigated potential for growth. The areas investigated include:

- Image;
- Service;
- Reliability;
- Price;
- Value;
- Tax increases to improve service;
- Awareness;
- Feelings about service;
- Advertising visibility;
- Possibilities of additional service areas;
- Best means of communication with customers;
- Meeting expectations; and
- Impressions of HART.

Section 2 of this report discusses Methodology used in the study and Section 3 contains Highlights. Section 4 provides a Summary of Findings and Section 5 holds the aggregate composite data used in analysis and a copy of the survey instrument employed during all interviews.

Section 2: Methodology

Using a quantitative research design, CRPP completed 405 interviews with service-area residents (Danbury, Ridgefield, New Milford, Brookfield, Bethel, New Fairfield, Newtown, and Redding) along with 300 HART rider surveys and 100 SweetHART telephone surveys.

Following a project initiation meeting with HART officials, CRPP completed changes to the survey instrument draft for review.

Ridership Survey

A large number of questions used in the HART rider survey were duplicated in the SweetHART telephone survey. Tabular comparisons are made, on repeated questions, between the two services.

Respondents qualified to answer the survey if they were over 18-years-old.

Statistically, a sample of 400 completed interviews represents an accuracy level of +/- 5 percent using a 95 percent confidence level. In theory, a sample survey of riders would differ no more than +/-5 percent than if all riders were included in the survey.

Telephone Survey

Phone numbers for the residential telephone survey were super random digit sample. Phone numbers for SweetHART riders were provided by HART.

Completion rates are a critical aspect of any telephone survey research. Because one group of people might be easier to reach than another group, it is important that concentrated efforts are made to reach all groups to an equal degree. A high completion rate means that a high percentage of the households within the sample were actually contacted, and that the resulting sample is not biased toward one potential audience. CRPP maintained an 84 percent completion rate on all calls made.

Residential respondents qualified to answer the survey if they were one of the heads of their household and over the age of 18 for the telephone survey. Screeners were used as a precaution to ensure eligibility within the survey.

All telephone interviews were conducted from CRPP headquarters in New Haven, Connecticut. All facets of the Customer Satisfaction Survey were completed by CRPP's senior staff. These aspects include: fielding, editing, coding, computer programming, and analysis.

Statistically, a sample of 400 completed interviews represents an accuracy level of +/- 5 percent using a 95 percent confidence level. In theory, a sample survey of residents would differ no more than +/-5 percent than if all residents within the service area were contacted and included in the survey.

Section 3: Highlights

HART enjoys a very high level of public awareness within its service communities. A large number, 94.3 percent, were aware of HART and 83.5 percent correctly identified HART's services. Nearly three-quarters of all respondents, 74.8 percent, were aware of SweetHART.

A number of service characteristics were rated by public respondents, HART riders, and SweetHART riders. The public and HART rider positive ratings appear low because of high numbers of "don't know" responses. SweetHART ratings were high across the spectrum of service characteristics. Among riders, HART should strive for high eighty ratings -- common for public service organizations. This is done by decreasing the number of "don't know" responses. "Don't know" responses are easier to remove than negative responses.

Surprisingly, 48.9 percent of public and 64.9 percent of HART respondents were very or somewhat likely to support an increase in taxes to improve transportation services. SweetHART respondents were less likely (39 percent) to support such a tax increase.

A majority of public respondents (53.3 percent) are not aware that HART receives government financial support.

Large numbers of respondents consider government financial aid very or somewhat important. Among the public (86.4 percent), HART (78.3 percent), and SweetHART (90 percent).

Over one-third of public respondents (34.3 percent) believe they have a bus stop nearby.

Interestingly, 28.1 percent of all public respondents say they are very or somewhat likely to use a bus if one was available to them for work. Also, 32.8 percent of the public respondents would use the bus for non-work related trips if one were available to them.

Newspapers are clearly the vehicle to use to reach the public and HART customers.

Overall, 70 percent of HART riders are satisfied with service while 100 percent of SweetHART users report they are satisfied.

Less than one-third of all public respondents (29 percent) recall any HART advertising.

A large majority, 88 percent, of public respondents have not used a bus in the last 12 months. The biggest reason for non-use is the lack of a nearby stop.

Service to Manhattan was mentioned by 15.8 percent of HART riders when asked about route expansion.

Riders are only slightly more likely to use the bus for work (35.7 percent) than for shopping (34.3 percent).

HART promotions are not well known among riders. One-third (31 percent) recalled "Stuff-A-Bus," while 18.5 percent could recall "Try Transit Week," and 2.4 percent recalled "Don't Be An SOV."

Only 50.9 percent of riders felt HART is concerned about solving customer problems and only 57.7 percent provided positive ratings for HART's efforts at keeping customers informed.

Night and Sunday service was considered the best incentive (45.9 percent) to secure more bus ridership.

Section 4: Summary of Findings

As mentioned earlier, CRPP conducted a telephone survey of 405 residents within HART's service area (Danbury, Ridgefield, New Milford, Brookfield, Bethel, New Fairfield, Newtown, and Redding). Respondents completed the questionnaire from February 6-10, 1995. The results are included within this section of the report.

In addition, a ridership survey was also completed, proportionate with route use in the service area, and included 300 completed surveys of HART users and 100 SweetHART users. The HART survey was conducted from February 6-15, 1995. Results from this study follow the results of the telephone survey.

Responses to questions have been included within the tables.

An initial screener, which asked for a person over 18 and a head of household, was used to determine eligibility for the telephone survey and asked for individuals over 18 for the rider survey.

All figures within the tables are in percentages.

AWARENESS

Respondents to the telephone survey were first questioned about their awareness of HART followed by their knowledge of the service provided. A large majority of respondents, 94.3 percent, have heard of, or are aware of HART. Of those who have heard of HART, 83.5 percent correctly responded that the organization provided bus service.

A smaller percentage of respondents have heard of, or are aware of SweetHART (74.8 percent). Nearly a quarter (22.5 percent) have not heard of SweetHART.

Respondents in Danbury, Bethel, Brookfield, and New Milford were asked about their awareness of the availability of bus service in their town. The majority, 80.8 percent, are aware of the service.

Among residents in these four towns almost 70 percent (68.4) are aware of SweetHART's availability for the elderly and disabled.

Aware of Service HART	Percent
Yes	80.8
No	16.5

Aware of Service SweetHART	Percent
Yes	68.4
No	24.9

When asked if they could recall HART advertising, 29.4 percent did recall while the majority (64.2 percent) of respondents did not remember seeing or hearing any HART advertising.

Of those who have seen or heard a HART advertisement (29.4 percent), the largest number of respondents mentioned posters on the bus (10.1 percent) while an additional 7.9 percent recalled an advertisement on the radio and 7.1 percent have seen ads in newspapers. The next largest percentage who had a response (2.7 percent) mentioned hearing about the Come-Ride-With-Us promotion.

Advertising Seen/Heard*	Percent
Posters On Bus	10.1
Radio	7.9
Newspapers	7.1
Don't Remember	4.0
Come-Ride-With-Us Promotion	2.7
Billboard	1.2
SweetHART Flyer	0.7

* Multiple responses allowed. See composite data section for tables of first and second responses to Public survey question 6.

Other, less frequent responses, include: direct mailing, schedules at hospital, word-of-mouth, posters at bus stop, Stuff-a-Bus promotion, Chamber of Commerce, and bulletin board at work.

Respondents were then asked if they recall any of three promotions sponsored by HART: Stuff-a-Bus, Try Transit Week, and Don't be an SOV. The large majority of respondents did not recall any of the three. Those who did recall numbered 17, 5.2, and 2 percent, respectively.

TYPE OF PROMOTION

Response	Stuff a Bus	Try Transit Week	Don't be an SOV
Yes	17.0	5.2	2.0
No	78.5	90.4	92.8

PUBLIC SUPPORT

More than half (53.3 percent) of the respondents are not aware that HART, in addition to its fares, receives a portion of its annual operating budget from Federal and State Government and eight communities. A total of 43.5 percent were aware of this fact.

Respondents do feel it is important to provide public financial support to help HART offer community bus services. The large majority (86.4 percent) view financial support as either very important or somewhat important.

Financial Support	Percent
Very Important	51.1
Somewhat Important	35.3
Somewhat Unimportant	4.2
Not At All Important	4.7

Total Important	86.4
Total Unimportant	8.9

Respondents are more closely split on whether they would support an increase in taxes to help HART expand its current routes and service frequencies. Almost half (48.9 percent) are likely to support an increase in taxes while 36.8 percent are unlikely and 14.3 percent did not know.

Support Increase	Percent
Very Likely	11.6
Somewhat Likely	37.3
Somewhat Unlikely	11.4
Not At All Likely	25.4
Don't Know	14.3

Total Likely	48.9
Total Unlikely	36.8

Nearly half (49.1) of the respondents are not likely to support a tax dedicated to improving mass transit while 43.5 percent are either very likely or somewhat likely to support such a tax.

Mass Transit Tax	Percent
Very Likely	13.6
Somewhat Likely	29.9
Somewhat Unlikely	18.5
Not At All Likely	30.6

Total Likely	43.5
Total Unlikely	49.1

The majority of respondents, 81.5 percent, do pay property taxes while 17.5 percent do not.

PERCEPTION

Respondents were questioned about their perception of 11 HART characteristics, whether through personal experience or what they've heard. Respondents were asked to rate each of the characteristics on a scale of 1 to 5, 1 being very good and 5 being very poor.

Each of these characteristics is presented in the table below.

Characteristic	Very Good/Good	Don't Know
Dependable and Reliable Service	29.6	57.0
Keeping Riders Informed	16.0	70.6
Operating Efficiently	25.7	65.2
Being Open and Honest	15.8	72.3
Effectively Reducing Traffic	25.7	54.8
Having Responsive and Caring Employees	21.0	73.1
Keeping Fares Low	24.7	63.7
Meeting Needs of Customers	28.4	56.3
Concern About Solving Problems	15.8	74.1
Offering A Convenient Route Schedule	24.2	62.7

	Very Good/Good	Don't Know
Overall Quality Of Service	28.6	60.0

HART USE/POTENTIAL USE

When asked about their primary means of transportation to and from work, more than three-quarters of the respondents (76.5 percent) said they drive their own car. The next largest number of respondents said they do not work outside their home (18.3 percent).

Means Of Transportation (Work)	Percent
Drive Own Car	76.5
Don't Work Outside Home	18.3
Bus	2.2
Carpool	2.0
Walk/Jog	1.0

The vast majority of respondents prefer to drive their own car (92.3 percent) for getting around town and the surrounding towns.

Means Of Transportation (Around Town)	Percent
Drive Own Car	92.3
Bus	2.7
Carpool	2.5
Walk/Jog	1.0
Other	0.7
Vanpool	0.2
Motorcycle	0.2
Do Not Work Outside Home	0.2

A small majority of respondents (50.4 percent) said they do not have a bus stop by their home while 34.3 percent said they did have a stop nearby. An additional 15.3 percent of the respondents did not know.

The majority of respondents have not used the bus in the last 12 months (88.4 percent). The next largest number of respondents, 6.9 percent, have used the bus between one and five times.

# Of Times Used Bus	Percent
0	88.4
1-5 Times	6.9
6-10 Times	1.0
More Than 10 Times	3.7

Exactly 15 percent of the commuter respondents have considered taking the bus while 81.7 percent have not.

When asked why they haven't started taking the bus, the largest number of respondents said there is no bus stop nearby (29.0 percent) while an additional 23.9 percent selected "other" (most of which responded that there was no need to take the bus). Wanting to come and go as they please was selected by 21.2 percent of the respondents, and 15.8 percent said they need their car at work.

Reason for Non-Use*	Percent
No Bus Stop Nearby	29.0
Other	23.9
Want To Come And Go	21.2
Need Car At Work	15.8
Doesn't Go Where I Go	14.1
Bus Schedule Not Convenient	13.1
Bus Takes Longer	10.9
Not Aware Of Bus Schedule	4.0

* Total greater than 100% because multiple responses were allowed. See composite data section for tables of first, second and third responses to HART Public survey question 16.

Other, less frequent responses, were: expensive, not aware of bus frequency, and concerned about personal safety.

The majority of respondents (57.5 percent) said there is nothing that would help them to consider taking the bus. However, 18 percent of the respondents mentioned more convenient routes and 8.4 percent selected more bus frequency as possibilities to get them on a bus.

In addition, 7.1 percent said expanded routes might get them on a bus and 6.2 percent said more service availability.

What Can Be Done*	Percent
Nothing	57.5
Convenient Routes	18.0
More Bus Frequency	8.4
Expanded Routes	7.1
More Service Availability	6.2
Accommodate Flexible Hours	5.9
Reduced Fares	5.7
Express Bus To Other Towns	4.4
Night/Sunday Service	4.2
Faster Travel Time	3.0

* Total greater than 100% because multiple responses were allowed. See composite data section for tables of first, second and third responses to Public survey question 17.

Other, less frequent responses, were: company bus subsidies, on-time buses, and other.

When asked about the factors which might influence their use of the bus, the largest number of respondents prefer to drive (48.4 percent). The largest number of remaining respondents said they would either like to have closer bus stops (12.3 percent) or more routes (10.9 percent) if they are going to consider taking the bus. More buses for each route was a factor with 6.4 percent of the respondents, and 4.4 percent said both lower rates and better hours.

Factors For Use*	Percent
Nothing/Like To Drive	48.4
Closer Bus Stops	12.3
More Routes	10.9
More Buses For Routes	6.4
Better Hours	4.4
Lower Rates	4.4
Express To Other Towns	2.4
Better Information/Services	1.7
Faster Travel Time	1.4
Don't Know	11.4

* Total greater than 100% because multiple responses were
allowed. See composite data section for tables of first, second
and third responses to HART Public survey question 18.

Other, less frequent responses, were: express to Manhattan, on-time buses, express to White Plains, already take the bus, safety at stops, bad weather, not convenient at all, and more service for seniors.

Over a quarter of the respondents (28.1 percent) are either very or somewhat likely to use the bus for work if a bus were available to them.

How Likely To Use	Percent
Very Likely	10.7
Somewhat Likely	17.5
Somewhat Unlikely	12.7
Not At All Likely	51.2

Total Likely	28.2
Total Unlikely	63.9

The same question was asked of respondents in relation to non-work travel around the area. About one-third (32.8 percent) said they would be either very or somewhat likely to use the bus if one were available to them.

How Likely To Use	Percent
Very Likely	8.6
Somewhat Likely	24.2
Somewhat Unlikely	13.8
Not At All Likely	48.6

Total Likely	32.8
Total Unlikely	62.4

When asked where they would like additional commuter bus service, 15.8 percent of the respondents mentioned Manhattan and 9.8 percent were interested in service to Stamford.

In addition, 5.7 percent were interested in service to Hartford, 5.2 percent to Norwalk, 4.9 to Waterbury, and 4.7 percent each for Ridgefield and White Plains.

Service To*	Percent
Manhattan	15.8
Stamford	9.8
Hartford	5.7
Norwalk	5.2
Waterbury	4.9
Ridgefield	4.7
White Plains	4.7
New Haven	3.9
New Fairfield	3.5
Southbury	2.2
Newtown	2.0
Redding	1.9
Brewster	1.7
Greenwich	1.7
Bridgeport	1.7
Poughkeepsie	0.7
Other	6.9
All Listed	2.2
None	37.8

* Total greater than 100% because multiple responses were
  allowed. See composite data section for tables of first
  and second responses to HART Public survey question 20.

When asked of any incentives which might attract family and friends to the bus, the highest number of respondents with an answer said lower rates, 7.9 percent. An additional 7.4 percent said closer bus stops would help, 7.1 percent suggested expanding routes, and 6.6 percent mentioned more advertising.

Incentive*	Percent
Lower Rates	7.9
Closer Bus Stops	7.4
Expand Routes	7.1
More Advertising	6.6
More Buses/Each Route	5.0
Discounts For Daily Use	4.7
More Frequent Buses	4.4
More Convenient Routes	2.9
Express To Other Towns	2.9
Better Hours	2.5
Monthly Fares	2.4
None/Like Driving	31.4
Don't Know	17.8

* Total greater than 100% because multiple responses were allowed.
See composite data section for tables of first and second responses
to HART Public survey question 21.

Other, less frequent responses, were: advertise fares, safe/covered stops, express to Manhattan, late-night hours, free service for one week, already take the bus, advertise schedules, family rates, pick-up/commuter lot, not convenient at all, higher gas prices, and a tax break.

The majority of respondents learn about transportation issues by reading the newspaper (75.1 percent), while and additional 7.9 percent said the radio, and 7.4 percent by word-of-mouth.

Learn About Issues	Percent
Newspaper	75.1
Radio	7.9
Word-Of-Mouth	7.4
Television	3.0
Billboards	1.7
Mailings	0.5

Newspapers are the select choice for HART to communicate with the public (64.9 percent). Radio was mentioned by 12.8 percent of the respondents and mailings by 10.4 percent.

Means Of Communication	Percent
Newspapers	64.9
Radio	12.8
Mailings	10.4
Television	3.5
Billboards	2.0
Word-Of-Mouth	1.2

DEMOGRAPHICS

Own A Car	Percent
Yes, One	53.3
Yes, Two	30.1
Yes, Three Or More	9.1
No	7.2

Trips To Danbury Mall	Percent
None	11.4
0-1	35.6
2-5	42.7
6-10	5.9
11 Or More	3.0

Highest Grade Of School	Percent
Some High School	6.9
Graduated High School	24.4
Some College	21.7
Graduated College	32.8
Post-Graduate Work	12.1

Your Age	Percent
18 To 21	4.2
22 To 24	3.5
25 To 34	17.0
35 To 44	27.4
45 To 54	18.3
55 To 64	13.3
65 To 74	7.7
75 Or Older	5.9

Total Family Income	Percent
Under $9,999	4.2
$10,000 To 24,999	6.4
$25,000 To 39,999	12.3
$40,000 To 49,999	9.1
$50,000 To 59,999	8.6
$60,000 To 74,999	10.4
$75,000 Or More	20.7

Town Live In	Percent
Danbury	39.8
Ridgefield	11.9
New Milford	10.9
Brookfield	7.9
Bethel	6.9
New Fairfield	5.9
Newtown	11.9
Redding	4.9

Town Work In	Percent
Danbury	38.5
Ridgefield	10.2
New Milford	8.1
Brookfield	5.3
Bethel	3.1
New Fairfield	2.2
Newtown	4.3
Redding	0.3

Respondents were asked of what might be done to increase use of the bus service. Of those who provided a response, 13.6 percent feel more advertising will help, 8.2 percent would like expanded routes, 7.7 percent want closer bus stops, and 6.2 percent would like express service to other towns.

Suggestion*	Percent
More Advertising	13.6
Expand Routes	8.2
Closer Bus Stops	7.7
Express To Other Towns	6.2
More Routes	4.7
More Buses/Each Route	4.2
Lower Rates	3.7
More Convenient Stops	2.2
More Service For Seniors	2.0
None/Like Driving	34.1

* Total greater than 100% because multiple responses were allowed.
  See composite data section for tables of first and second responses
  to HART Public survey question 30.

Gender	Percent
Male	38.0
Female	62.0

RIDERSHIP SURVEY (HART AND SWEETHART)

As was discussed earlier, 300 ridership surveys were completed on HART and an additional 100 telephone interviews were completed with SweetHART riders.

The majority of HART riders (80 percent) are aware of the seven routes and 86.6 percent are aware of SweetHART services.

SweetHART riders were less aware (49 percent) of HART's seven routes.

Of those riding the bus, 35.7 percent use the bus to get to work and 34.3 percent to go shopping.

The highest number of SweetHART riders (47 percent) said they were using the bus to go shopping while an additional 26 percent use the bus for medical appointments.

HART

Why Riding	Percent
Work	35.7
Shopping	34.3
Medical Appointment	13.0
School	5.7
Senior Center	2.0
Other	9.3

SweetHART

Why Riding	Percent
Senior Center	11.0
Shopping	47.0
Medical Appointment	26.0
Other	14.0
Work	2.0

Thirty-nine percent of the HART respondents recalled advertising and 26 percent of SweetHART.

The advertising most often remembered by riders were posters on the bus (30.5 percent), while 26.0 percent recalled newspaper advertising, and 10.4 percent heard ads on the radio.

Newspapers, mentioned by six SweetHART riders, was the only advertising recalled.

The following table presents the response of riders when asked to cite the advertising they recalled seeing, reading, or hearing over the past five months.

HART

Advertising Recall*	Percent
Posters On Bus	30.5
Newspaper	26.0
Radio	10.4
Billboards	8.3
Discounted Passes	8.3
Television	7.3
Stuff-A-Bus	5.2
Flyers	3.3
Change/Route To Mall	2.1
SweetHART	1.3
Poster At Senior Center	1.0

SweetHART

Advertising Recall	Percent
Newspapers	100.0

* Total greater than 100% because multiple responses were allowed. See composite data section for
  first and second responses to HART (fixed route) survey question 6.

Thirty-one percent of the riders recalled the Stuff-A-Bus promotion, while 18.5 percent recalled Try Transit Week, and 2.4 percent have heard of Don't Be An SOV. Recall among SweetHART riders was lower for all three promotions, 34, 2, and no recall, respectively.

HART

Recall	Stuff-A-Bus	Try Transit Week	Don't Be An SOV
Yes	31.0	18.5	2.4
No	54.4	60.6	73.8
Don't Know	14.6	20.8	23.8

SweetHART

Recall	Stuff-A-Bus	Try Transit Week	Don't Be An SOV
Yes	34.0	2.0	0.0
No	66.0	98.0	100.0
Don't Know	-----	-----	-----

Just over 50 percent (50.3) of the respondents are aware that HART receives a portion of its annual operating budget from Federal and State Government. Slightly higher numbers (66 percent) of SweetHART riders are aware of this fact.

Nearly 90 percent of all respondents (88.3 percent) believe it is either very or somewhat important that HART receive public financial support.

A majority of SweetHART riders (90 percent) believe it is important HART receive public financial support.

HART   SweetHART

Receive Support	Percent		Receive Support	Percent
Very Important	73.3		Very Important	24.0
Somewhat Important	15.0		Somewhat Important	66.0
Somewhat Unimportant	3.7		Somewhat Unimportant	3.0
Not At All Important	2.0		Not At All Important	----

A majority of HART respondents support a tax increase to help HART expand its current routes and service (64.9 percent) while 39 percent of SweetHART respondents were very or somewhat likely to support the same.

HART   SweetHART

Support Increase	Percent		Support Increase	Percent
Very Likely	34.8		Very Likely	6.0
Somewhat Likely	30.1		Somewhat Likely	33.0
Somewhat Unlikely	7.0		Somewhat Unlikely	16.0
Not At All Likely	19.1		Not At All Likely	31.0

Nearly a quarter (24.2 percent) of HART and (21 percent) SweetHART respondents pay property taxes.

PERCEPTION

Respondents were asked about their opinions regarding 14 characteristics of HART service. The following table depicts the results.

Characteristic	HART Very Good/Good	SweetHART Very Good/Good
Dependable And Reliable Service	78.8	95.0
Keeping Riders Informed	57.7	82.0
Being Open And Honest	64.8	95.0
Reduces Traffic Congestion	55.3	93.0
Responsive And Caring Employees	62.1	98.0
Keeping Fares Low	64.8	100.0
Concern About Solving Problems	50.9	95.0
Convenient Route Schedule	67.9	97.0
Bus Appearance	59.0	98.0
Easy To Use Route Maps	67.2	87.0
Maintaining Safety At Stops	74.1	95.0
Frequency Of On-Time Pick-Ups	69.3	93.0
Bus Comfort	61.1	84.0
Overall Satisfaction	70.0	90.0

Respondents were then questioned about their perception of HART employees. Five characteristics and overall job performance were rated. Characteristics are summarized in the following table.

Characteristic	HART Very Good/Good	SweetHART Very Good/Good
Willingness To Help	74.4	85.0
Courteousness	72.1	85.0
Understanding Needs	69.4	84.0
Knowledge Of Routes And Services	74.1	86.0
Personal Appearance	77.4	86.0
Overall Job Performance	76.8	85.0

SweetHART users were then asked for a rating of characteristics involving the dispatchers who had taken their calls.

Nearly all (98 percent) of the respondents find the dispatcher willing to help.

All SweetHART users believe the dispatcher to be courteous and friendly.

Ninety-four percent feel the dispatchers understand their needs.

All respondents rated dispatcher knowledge of routes and services as either very good or good.

Overall job performance received a positive rating from 98 percent of the respondents.

Characteristic	Very Good/Good
Willingness To Help	98.0
Courteous And Friendly	100.0
Understanding Your Needs	94.0
Knowledge Of Routes And Services	100.0
Overall Satisfaction	98.0

(HART ONLY)
The majority of respondents (59.7 percent) use the bus as their primary means of transportation to and from work. The next largest group of respondents do not work outside their home (18.3 percent), followed by 12.3 percent who drive their own car.

Means Of Transportation (Work)	Percent
Bus	59.7
Do Not Work Outside Home	18.3
Drive Own Car	12.3
Walk/Jog	4.3
Carpool	3.7
Vanpool	1.3
Work At Home	0.3

The bus is the primary means of transportation for non-work related trips for 67.1 percent of the respondents while 16.1 percent drive their own cars.

Means Of Transportation (Non-work)	Percent
Bus	67.1
Drive Own Car	16.1
Walk/Jog	8.4
Carpool	8.1
Do Not Work Outside Home	0.3

The large majority of respondents (82.3 percent) do have a bus stop near their home.

The majority of respondents (52.0 percent) said they began using the bus because they lacked other transportation. The next most frequent response (11.6 percent) was convenient for work, and 5.3 percent said they were having car problems.

Reason For Starting	Percent
No Other Transportation	52.0
Convenient For Work	11.6
Car Problems	5.3
Go To Mall	2.0
Use For Work	2.0
Gets Me Where I'm Going	1.0
No Driving/Bad Weather	1.0
Don't Worry About Driving	1.0
Convenient/Reliable	0.7
Inexpensive	0.7

(HART and SweetHART)

Respondent choices for additional areas of service varied widely. The largest number of respondents mentioned wanting service to Ridgefield (20.0 percent), but an additional 18.3 percent mentioned New Fairfield, 15.6 percent selected Manhattan, and 12.6 percent said Waterbury.

Brewster was mentioned by 9.9 percent of the respondents and Bridgeport by 9.0 percent.

SweetHART riders would like service to Southbury (25 percent), Waterbury (19.4 percent), New Fairfield (19.4 percent), and Brewster (13.9 percent).

Like Service To ...*	HART Percent	SweetHART Percent
Ridgefield	20.0	5.6
New Fairfield	18.3	19.4
Manhattan	15.6	---
Waterbury	12.6	19.4
Brewster	9.9	13.9
Bridgeport	9.0	---
Norwalk	7.0	---
Newtown	6.3	---
Redding	6.0	16.7
Stamford	5.0	---
New Haven	5.0	---
White Plains	2.7	---
Southbury	1.7	25.0
Hartford	1.3	---
None	6.0	---
Other	0.7	---
All	0.3	---

* Total greater than 100% in HART column because multiple responses were allowed.
   See composite data section for tables of first and second responses to HART
   (fixed route) survey question 14a.

When asked what would help them consider taking the bus more often, 57.7 percent of the HART respondents mentioned night and Sunday service, while an additional 35.3 percent selected more bus frequency.

The next most frequent response of HART riders is to reduce fares (10.4 percent), followed by convenient routes (7.7 percent).

SweetHART users also would like night/Sunday service (59.4 percent).

Consider Taking Bus More Often*	HART Percent	SweetHART Percent
Night/Sunday Service	57.7	59.4
More Bus Frequency	35.3	---
Reduced Fares	10.4	---
Convenient Routes	7.7	3.1
On-Time Buses	7.0	---
Faster Travel Time	5.7	---
More Service Availability	3.7	---
Express Bus To Other Towns	3.6	---
More Courteous Employees	3.3	---
Expanded Routes	1.0	---
Flexible Hours	1.0	---
Company Bus Subsidies	0.7	---
Nothing	10.3	37.5

* Total gretaer than 100% in HART column because multiple responses were allowed. See composite data section for tables of first and second responses to HART (fixed route) survey question 14b.

When asked about incentives which might help increase ridership, almost half of the respondents (45.9) said night and Sunday service. Increase routes/times was mentioned by 5.9 percent of the respondents.

SweetHART riders (eight responses) would like night/Sunday service and more information about services (25 percent each).

Incentives*	HART Percent	SweetHART Percent
Night/Sunday Service	45.9	25.0
Increase Routes/Times	5.9	---
Lower Fares	5.4	---
None	5.0	---
Cleaner Buses	4.4	---
Express To Other Towns	3.0	---
Faster Travel Times	3.0	---
More Information/Services	---	25.0
Don't Know	20.7	50.0

* Total greater than 100% in HART column because multiple responses were allowed. See composite data section for tables of first and second responses to HART (fixed route) rider survey question 15.

Other, less frequent responses (HART), were: more information/services, install radio on bus, mailings, and corporate bus passes.

The largest number of HART respondents, 42.5 percent, use the bus for 2 and 5 trips a week while an additional 23.4 percent said they use the bus for 6 to 10 trips each week.

The majority (51 percent) of SweetHART riders use the bus for 2-5 trips a week while an additional 30 percent use the service to take 6-10 trips each week.

How Often Use Bus	HART Percent	SweetHART Percent
Less Than 1 Trip/Week	11.4	2.0
1 Trip/Week	9.0	---
2-5 Trips/Week	42.5	51.0
6-10 Trips/Week	23.4	30.0
11-14 Trips/Week	5.7	10.0
15 Or More Trips/Week	4.7	4.0

The majority of HART respondents (50.8 percent) use the bus primarily for work, but an additional 34.4 percent use the bus for shopping.

SweetHART riders use the bus primarily for shopping (41 percent) and medical appointments (33 percent).

Primary Purpose	HART Percent	SweetHART Percent
Work	50.8	4.0
Shopping	34.4	41.0
Visiting	5.7	4.0
Medical	4.3	33.0
School	2.3	8.0
Senior Center	---	10.0
Other	2.3	---

Newspapers, mentioned by 46.7 percent of HART respondents and 72 percent of SweetHART, is the best method for communication with customers. An additional 17.0 percent prefer mailings and 13.7 percent said the radio.

Means Of Communication	HART Percent	SweetHART Percent
Newspapers	46.7	72.0
Mailings	17.0	10.0
Radio	13.7	16.0
Television	10.7	2.0
Word-Of-Mouth	4.7	---
Billboards	0.7	---

The majority of respondents are satisfied with HART's literature, 59.2 percent rating various materials either very good (40.8 percent) or good (18.4 percent). Few, 4.3 percent, provided a poor or very poor rating, and 17.7 percent did not know.

Just over three-quarters (78.6 percent) of SweetHART users rate the literature as either very good or good.

DEMOGRAPHICS

HART   SweetHART

Own A Car	Percent	Own A Car	Percent
Yes, One	27.4	Yes, One	2.0
Yes, Two	0.7	Yes, Two	---
Yes, Three Or More	3.1	Yes, Three Or More	---
No	66.1	No	98.0
Don't Know	2.7	Don't Know	---

HART   SweetHART

Trips To Mall	Percent	Trips To Mall	Percent
None	15.7	None	44.0
0-1	30.4	0-1	28.0
2-5	27.6	2-5	28.0
6-10	8.9	6-10	---
11 Or More	16.7	11 Or More	---
Don't Know	0.7	Don't Know	---

HART   SweetHART

Highest Grade	Percent	Highest Grade	Percent
Some High School	18.5	Some High School	62.0
Graduated High School	51.4	Graduated High School	30.0
Some College	11.3	Some College	4.0
Graduated College	13.0	Graduated College	2.0
Post-Graduate Work	0.7	Post-Graduate Work	2.0
Refused	5.1	Refused	---

HART   SweetHART

Your Age	Percent	Your Age	Percent
18 To 21	13.0	18 To 21	---
22 To 24	15.4	22 To 24	---
25 To 34	15.4	25 To 34	---
35 To 44	16.4	35 To 44	5.0
45 To 54	13.0	45 To 54	2.0
55 To 64	6.5	55 To 64	12.0
65 To 74	10.3	65 To 74	51.0
75 Or Older	9.2	75 Or Older	30.0
Refused	0.7	Refused	---

HART   SweetHART

Total Family Income	Percent	Total Family Income	Percent
Under $9,999	22.9	Under $9,999	68.0
$10,000 To 24,999	26.5	$10,000 To 24,999	26.0
$25,000 To 39,999	13.3	$25,000 To 39,999	2.0
$40,000 To 49,999	5.4	$40,000 To 49,999	---
$50,000 To 59,999	4.7	$50,000 To 59,999	---
$60,000 To 74,999	1.8	$60,000 To 74,999	---
$75,000 Or More	0.4	$75,000 Or More	---
Don't Know	8.2	Don't Know	4.0
Refused	16.8	Refused	---

HART   SweetHART

Town Live In	Percent	Town Live In	Percent
Danbury	68.8	Danbury	40.0
Ridgefield	1.7	Ridgefield	13.0
New Milford	8.2	New Milford	2.0
Brookfield	3.1	Brookfield	10.0
Bethel	17.1	Bethel	9.0
New Fairfield	1.0	New Fairfield	9.0
		Newtown	12.0
		Redding	5.0

HART   SweetHART

Town Work In	Percent	Town Work In	Percent
Danbury	76.2	Danbury	4.0
Ridgefield	3.3	Ridgefield	---
New Milford	4.8	New Milford	3.0
Brookfield	8.6	Brookfield	---
Bethel	6.2	Bethel	---
Redding	1.0	Redding	---

HART   SweetHART

Gender	Percent	Gender	Percent
Male	46.0	Male	29.0
Female	54.0	Female	71.0

HART

Route	Percent
1	13.7
2	21.0
3	12.0
4	6.3
5	15.0
6	19.0
7	13.0

Survey
Instruments

Interviewer: _____

Date: _____   Time: _____

Bus Service: <u>01 HART or 02 SweetHART</u>

****

We're gathering HART bus customers opinions about service and other important issues.

A. Are you a eighteen years of age or older?

       01   Yes (CONTINUE)

       02   No

****

Awareness

1a. Were you aware that HART offers seven bus routes through four area towns?

       01   Yes

       02   No

       03   Don't Know

1b. **(For General Riders Only)** Were you aware that HART has a service called Sweet HART which provides "dial-a-ride" service to elderly and disabled?

       01   Yes

       02   No

       03   Don't Know

1c. What is the purpose of your trip today?

       01   Work

       02   Shopping

       03   Medical Appointment

       04   Senior Center

       05   School

       06   Other:_____

2. Please tell me if you recall seeing or hearing any advertising by HART?

       01   Yes

       02   No

       03   Don't Know

3. What advertising do you recall seeing, reading, or hearing over the past five months?

_____

_____

_____

4. Please tell me if you recall any of the following promotions sponsored by HART?

    a. Stuff a Bus   01 Yes   02 No   03 Don't Know
    b. Try Transit Week 01 Yes   02 No   03 Don't Know
    c. Don't Be An SOV 01 Yes   02 No   03 Don't Know

Public Support

5. Are you aware that in addition to fares, HART receives a portion of it's annual operating budget from Federal and State Government and eight communities including yours?

        01   Yes
        02   No
        03   Don't Know

6. How important would you say it is that public financial support is provided to help HART offer community bus services. Would you say very important, somewhat important, somewhat unimportant, or not at all important?

        01   Very important
        02   Somewhat important
        03   Somewhat unimportant
        04   Not at all important
        05   Don't Know

7a. How likely are you to support an increase in taxes to help HART expand it's current routes and service frequencies? Would you say very likely, somewhat likely, somewhat unlikely, or not at all likely?

        01   Very likely
        02   Somewhat likely
        03   Somewhat unlikely
        04   Not at all likely
        05   Don't Know

7b. Do you pay property taxes to your town?

01 Yes
02 No
03 Don't Know

Perceptions

8. Now, I will read you a list of different characteristics. From all you know or have heard about HART -- please rate HART on each characteristic using a scale of one to five where one means very good and five means very poor.

a. Providing dependable and reliable service	01	02	03	04	05	DK
b. Keeping riders informed	01	02	03	04	05	DK
c. Being open and honest about operations	01	02	03	04	05	DK
d. Effectively reducing traffic congestion	01	02	03	04	05	DK
e. Having responsive and caring employees	01	02	03	04	05	DK
f. Keeping fares as low as possible	01	02	03	04	05	DK
g. Concern about solving customer problems	01	02	03	04	05	DK
h. Offering a convenient route schedule	01	02	03	04	05	DK
i. Bus appearance/Bus cleanliness	01	02	03	04	05	DK
j. Easy to use route maps	01	02	03	04	05	DK
k. Maintaining safety and secure stops	01	02	03	04	05	DK
l. Frequency of on-time pick ups	01	02	03	04	05	DK
m. Bus comfort	01	02	03	04	05	DK
n. Overall satisfaction with service	01	02	03	04	05	DK

9a. And, now I'll read a list of employee attributes and characteristics. Please rate HART employees in general on each characteristic. Please use the same scale where one is very good and five means very poor.

a. Willingness to help	01	02	03	04	05	DK
b. Courteousness/Friendliness	01	02	03	04	05	DK
c. Understanding your needs	01	02	03	04	05	DK
d. Knowledge about routes and services	01	02	03	04	05	DK
e. Personal appearance	01	02	03	04	05	DK
f. Overall job performance	01	02	03	04	05	DK

characteristics. Please use a scale where one is very good and five means very poor.

a. Willingness to help	01	02	03	04	05	DK
b. Courteousness/Friendliness	01	02	03	04	05	DK
c. Understanding your needs	01	02	03	04	05	DK
d. Knowledge about route and services	01	02	03	04	05	DK
e. Overall Job Performance	01	02	03	04	05	DK

HART Use/Potential Use

10. What is your primary means of transporation to and from work?

01	Drive in own car	07	Motorcycle
02	Carpool	08	Walk/Jog
03	Vanpool	09	Work at Home/Telecommute
04	Bus	10	Do not work outside home
05	Train	11	Other:_____

11. And, how do you usually get around town and surrounding towns for non-work related trips?

01	Drive in own car	07	Motorcycle
02	Carpool	08	Walk / Jog
03	Vanpool	09	Work at home/Telecommute
04	Bus	10	Do not work outside home
05	Train	11	Other: _____

(SweetHART Riders skip to question 13)

12. Is there a bus stop near your home?

01 Yes
02 No
03 Don't Know

13. Why did you start using the bus?

_____

_____

_____

14a. Where would you like to have commuter bus service available?
(Multiple Answers Accepted)

01	New Fairfield	09	Manhattan
02	Redding	10	Norwalk
03	Ridgefield	11	Stamford
04	Waterbury	12	Greenwich
05	Southbury	13	Bridgeport
06	Brewster	14	New Haven
07	White Plains	15	Hartford
08	Newtown	16	Poughkeepsie
		17	Other:_____

14b. What would help you consider taking the bus more often?
(Multiple answers accepted)

01	More bus frequency	09	Night and Sunday Service
02	Reduced fares	10	Faster travel time
03	Company bus subsidies	11	Express bus to other towns
04	On time buses	12	More service availability
05	Accommodating flexible work hours	13	More courteous employees
06	Cleanliness	14	Nothing
07	Convenient routes	15	Other: _____
08	Expanded routes (Which Town_____)		

15. Please name any incentives which might help attract you, your friends, co-workers and neighbors to use bus service more frequently.

_____

_____

_____

16. How often do you use the bus? Would you say... (in round trips)

01	Less than 1 round-trip a week
02	One trip a week
03	2 -5 trips a week
04	6 - 10 trips a week
05	11 - 14 trips a week
06	15 or more trips a week
07	Don't Know

17. What's the primary purpose for using the bus?

        01   Work
        02   Shopping
        03   Visiting
        04   Medical
        05   School
        06   Senior Centers
        07   Other: _____

Communication

18a. How should HART communicate with you?

        01   Newspapers
        02   Radio
        03   Television
        04   Mailings
        05   Billboards
        06   Word of mouth
        07   Don't Know
        08   Other: _____

18b. Please rate HART's literature (system map, timetables, Sweet HART Handbook, newsletter), using a scale of one to five where one is very good and five is very poor.

Very Good				Very Poor	Don't Know
1	2	3	4	5	6

18c. Please give us any suggestions you may have on making HART's printed information easier to use and understand.

_____

_____

And now a few questions for statistical purposes only...

Demographics

19. Please tell me if you own a car?

        01   Yes, one
        02   Yes, two
        03   Yes, three or more
        04   No
        05   Don't Know

20. On average, how many trips to the Danbury Mall do you make monthly?

        01   None
        02   0 - 1
        03   2 - 5
        04   6 - 10
        05   11 or more
        06   Don't Know

21. What is the highest grade of school you have completed?

        01   Some high school
        02   Graduated high school
        03   Some college
        04   Graduated college
        05   Post-graduate work
        06   Don't Know
        07   Refused

22. What is your age?

        01   18 to 21
        02   22 to 24
        03   25 to 34
        04   35 to 44
        05   45 to 54
        06   55 to 64
        07   65 to 74
        08   75 or older
        09   Refused

23. Which of the following categories best describes your total family income before taxes?

        01   Under $9,999
        02      $10,000 to $24,999
        03      $25,000 to $39,999
        04      $40,000 to $49,999
        05      $50,000 to $59,999
        06      $60,000 to $74,999
        07      $75,000 or more
        08   Don't Know
        09   Refused

24a. What town do you live in?

        01   Danbury
        02   Ridgefield
        03   New Milford
        04   Brookfield
        05   Bethel
        06   New Fairfield
        07   Newtown
        08   Redding

24b. What town do you work in?

        01   Danbury
        02   Ridgefield
        03   New Milford
        04   Brookfield
        05   Bethel
        06   New Fairfield
        07   Newtown
        08   Redding

25. Gender?

        01   Male
        02   Female

Thank you very much for your participation.

Interviewer: _____

Phone Number: _____   Date: _____

Time: _____   Call Back: _____

****

Hello, I'm _____, a research assistant at The Center for Research and Public Policy. We're talking to people today, in your town, about transportation issues and local transit services.

A. Are you a eighteen years of age or older?

01   Yes (CONTINUE)
02   No (ASK FOR HEAD OF HOUSEHOLD)

****

Awareness

1. Please tell me if you have heard of and aware of HART -- a local transit organization?

01   Yes
02   No
03   DK

2. Can you tell me what service is provided by HART?

01   Yes, Correct - Bus service
02   Yes, Incorrect
03   No
04   DK

3. Have you heard of a service called Sweet HART?

01   Yes
02   No
03   DK

(RESEARCHERS: For Danbury, Bethel, Brookfield and New Milford Residents Only)

4a. HART stands for Housatonic Area Regional Transit. The organization operates bus service for the general public in four towns including Danbury, Bethel, Brookfield and New Milford. Were you aware of the availability of bus service in your town?

01   Yes
02   No
03   DK

4b. HART operates a transportation service for the elderly and disabled known as Sweet HART which is a "dial-a-ride" service where elderly and disabled persons can call and schedule a ride to and from a destination within HART's service area. Were you aware that Sweet HART service is available for the elderly and disabled in your town?

> 01   Yes
> 02   No
> 03   DK

5. Please tell me if you recall seeing or hearing any advertising by HART?

> 01   Yes
> 02   No
> 03   DK

6. What advertising do you recall seeing, reading, or hearing over the past five months?

_____

_____

_____

7. Please tell me if you recall any of the following promotions sponsored by HART?

a. Stuff a Bus	01 Yes	02 No	03 DK
b. Try Transit Week	01 Yes	02 No	03 DK
c. Don't Be An SOV	01 Yes	02 No	03 DK

Public Support

Bus service benefits communities in several ways. The service helps as an inexpensive way to travel and reduces traffic congestion on our roads and highways.

8. Are you aware that in addition to fares, HART receives a portion of it's annual operating budget from Federal and State Government and eight communities including yours?

> 01   Yes
> 02   No
> 03   DK

9. How important would you say it is that public financial support is provided to help HART offer community bus services. Would you say very important, somewhat important, somewhat unimportant, or not at all important?

        01   Very important
        02   Somewhat important
        03   Somewhat unimportant
        04   Not at all important
        05   DK

10a. How likely are you to support an increase in taxes to help HART expand it's current routes and service frequencies? Would you say very likely, somewhat likely, somewhat unlikely, or not at all likely?

        01   Very likely
        02   Somewhat likely
        03   Somewhat unlikely
        04   Not at all likely
        05   DK

10b. How likely are you to support a tax dedicated to improving mass transit such as a gasoline tax, sales tax, or other tax dedicated to improving mass transit? Would you say very likely, somewhat likely, somewhat unlikely, or not at all likely?

        01   Very likely
        02   Somewhat likely
        03   Somewhat unlikely
        04   Not at all likely
        05   DK

10c. Do you pay property taxes to your town?

        01   Yes
        02   No
        03   DK/Unsure

Perceptions

11. Now, I will read you a list of different characteristics. From all you know or have heard about HART -- please rate HART on each characteristic using a scale of one to five where one means very good and five means very poor.

a. Providing dependable and reliable service	01	02	03	04	05	DK
b. Keeping riders informed	01	02	03	04	05	DK
c. Operating efficiently	01	02	03	04	05	DK
d. Being open and honest about operations	01	02	03	04	05	DK
e. Effectively reducing traffic congestion	01	02	03	04	05	DK
f. Having responsive and caring employees	01	02	03	04	05	DK
g. Keeping fares as low as possible	01	02	03	04	05	DK
h. Meeting convenience needs of customers	01	02	03	04	05	DK
i. Concern about solving customer problems	01	02	03	04	05	DK
j. Offering a convenient route schedule	01	02	03	04	05	DK
k. Overall quality of service	01	02	03	04	05	DK

HART Use / Potential Use

12. What is your primary means of transportation to and from work?

01	Drive in own car	07	Motorcycle
02	Carpool	08	Walk / Jog
03	Vanpool	09	Work at home/Telecommute
04	Bus	10	Do not work outside home
05	Train	11	Other: _____

13. And, how do you usually get around town and surrounding towns?

01	Drive in own car	07	Motorcycle
02	Carpool	08	Walk / Jog
03	Vanpool	09	Work at home/Telecommute
04	Bus	10	Do not work outside home
05	Train	11	Other: _____

14a. Is there a bus stop near your home?

01	Yes
02	No
03	DK

14b. How many times have you used the bus in the last 12 months?

        01   0
        02   1-5 times
        03   6-10 times
        04   More than 10 times

15. **(RESEARCHERS: ASK OF COMMUTERS ONLY:)** Have you considered taking a bus to work?

        01   Yes
        02   No
        03   DK

16. Why haven't you started taking the bus? **(RESEARCHERS: Accept multiple answers)**

        01   No bus stop nearby
        02   Expensive
        03   Need my car at work
        04   Want to come and go
        05   Bus takes longer
        06   Not aware of bus schedule
        07   Not aware of bus frequency
        08   Bus schedule not convenient
        09   Doesn't do where I go
        10   Concerned about personal safety
        11   Other: _____

17. What would help you consider taking the bus more often?

        01   More bus frequency
        02   Reduced fares
        03   Company bus subsidies
        04   On time buses
        05   Buses which accommodate flexible work hours
        06   Cleanliness
        07   Convenient routes
        08   Expanded routes (Which town_____)
        09   Night and Sunday service
        10   Faster travel time
        11   Express bus to other towns
        12   More service availability
        13   More courteous employees
        14   Nothing
        15   Other:_____

18. Again, what are the primary factors which would make bus use more likely for you?
(RESEARCHERS: PROBE BEYOND CONVENIENCE)

_____

_____

_____

19. (RESEARCHERS: ASK OF COMMUTERS ONLY:) if a bus was available to you, how likely would you be to use it for <u>work</u>? Would you say very likely, somewhat likely, somewhat unlikely or not at all likely?

> 01　Very likely
> 02　Somewhat likely
> 03　Somewhat unlikely
> 04　Not at all likely
> 05　DK

20a. If a bus was available to you, how likely would you be to use it for <u>area travel</u>? Would you say very likely, somewhat likely, somewhat unlikely or not at all likely?

> 01　Very likely
> 02　Somewhat likely
> 03　Somewhat unlikely
> 04　Not at all likely
> 05　DK

20b. Where would you like to have commuter bus service available to?

01	New Fairfield	09	Manhattan
02	Redding	10	Norwalk
03	Ridgefield	11	Stamford
04	Waterbury	12	Greenwich
05	Southbury	13	Bridgeport
06	Brewster	14	New Haven
07	White Plains	15	Hartford
08	Newtown	16	Poughkeepsie
		17	Other:_____

21. Please name any incentives which might help attract you, your friends, co-workers and neighbors to use bus service more frequently.

_____

_____

_____

Communication

22. How do you typically learn about transportation issues and area community services?

    01   Newspapers
    02   Radio
    03   Television
    04   Mailings
    05   Billboards
    06   Word of mouth
    07   DK/Unsure
    08   Other: _____

23. How should HART communicate with you?

    01   Newspapers
    02   Radio
    03   Television
    04   Mailings
    05   Billboards
    06   Word of mouth
    07   DK/Unsure
    08   Other: _____

And now a few questions for statistical purposes only...

Demographics

24. Please tell me if you own a car?

       01   Yes, one
       02   Yes, two
       03   Yes, three or more
       04   No
       05   DK

25. On average, how many trips to the Danbury Mall do you make monthly?

       01   None
       02   0 - 1
       03   2 - 5
       04   6 - 10
       05   11 or more
       06   DK/Unsure

26. What is the highest grade of school you have completed?

       01   Some high school
       02   Graduated high school
       03   Some college
       04   Graduated college
       05   Post-graduate work
       06   DK/Unsure
       07   RF

27. What is your age?

       01   18 to 21
       02   22 to 24
       03   25 to 34
       04   35 to 44
       05   45 to 54
       06   55 to 64
       07   65 to 74
       08   75 or older
       09   RF

28. Which of the following categories best describes your total family income before taxes?

      01   Under $9,999
      02    $10,000 to $24,999
      03    $25,000 to $39,999
      04    $40,000 to $49,999
      05    $50,000 to $59,999
      06    $60,000 to $74,999
      07    $75,000 or more
      08   DK/Unsure
      09   RF

29a. What town do you live in?

      01   Danbury
      02   Ridgefield
      03   New Milford
      04   Brookfield
      05   Bethel
      06   New Fairfield
      07   Newtown
      08   Redding

29b. What town do you work in?

      01   Danbury
      02   Ridgefield
      03   New Milford
      04   Brookfield
      05   Bethel
      06   New Fairfield
      07   Newtown
      08   Redding
      09   Other: _____

30. Finally, what can HART do to encourage your use of, or increased use of bus service?

_____

_____

_____

Thank you very much for your participation.

31. Gender?

      01   Male
      02   Female

INTERPRETATION OF AGGREGATE RESULTS

The computer processed data for this survey is presented in the following frequency distributions. It is important to note that the wordings of the variable labels and value labels in the computer-processed data are largely abbreviated descriptions of the Questionnaire items and available response categories.

The frequency distributions include the category or response for the question items. Responses deemed not appropriate for classification have been groups together under the "Other" code.

The "NA" category label refers to "No Answer" or "Not Applicable". This code is also used to classify ambiguous responses. In addition, the "DK/RF" category includes those respondents who did knot know their answer to a question or declined to answer it. In many of the tables, a group of responses may be tagged as "Missing" -- occasionally, certain individual's responses may not be required to specific questions and thus are excluded. Although when this category of response is used, the computations of percentages are presented in two (2) ways in the frequency distributions: 1) with their inclusion (as a proportion of the total sample), and 2) their exclusion (as a proportion of a sample sub-group).

Each frequency distribution includes the absolute observed occurrence of each response (ie. the total number of cases in each category). Immediately adjacent to the right of the column of absolute frequencies is the column of relative frequencies. These are the percentages of cases falling in each category of response, including those cases designated as missing data. To the right of the relative frequency column is the adjusted frequency distribution column which contains the relative frequencies base on the legitimate (ie. non-missing) cases. That is, the total base for the adjusted frequency distribution excludes the missing data. For many Questionnaire items, the relative frequencies and the adjusted frequencies will be nearly the same. However, some items that elicit a sizable number of missing data will produce quite substantial percentage differences between the two columns of frequencies. The careful analyst will cautiously consider both distributions.

The last column of data within the frequency distribution is the cumulative frequency distribution (Cum Freq). This column is simply an adjusted frequency distribution of the sum of all previous categories of response and the current category of response. Its primary usefulness is to gauge some ordered or ranked meaning.

Public Survey Composite Data

V1   Q1. Heard or aware of HART?

Value Label	Value	Frequency	Percent	Valid Percent	Cum Percent
Yes	1	382	94.3	94.3	94.3
No	2	23	5.7	5.7	100.0
	Total	405	100.0	100.0	

Valid cases   405   Missing cases   0

- -

V2   Q2. Service provided by HART?

Value Label	Value	Frequency	Percent	Valid Percent	Cum Percent
Yes, correct	1	338	83.5	83.5	83.5
Yes, incorrect	2	11	2.7	2.7	86.2
No	3	32	7.9	7.9	94.1
DK	4	24	5.9	5.9	100.0
	Total	405	100.0	100.0	

Valid cases   405   Missing cases   0

V3   Q3. Heard or aware of SWEETHART?

Value Label	Value	Frequency	Percent	Valid Percent	Cum Percent
Yes	1	303	74.8	74.8	74.8
No	2	91	22.5	22.5	97.3
DK	3	11	2.7	2.7	100.0
	Total	405	100.0	100.0	

Valid cases   405   Missing cases   0

- -

V4A   Q4a. Aware of availability of services?

Value Label	Value	Frequency	Percent	Valid Percent	Cum Percent
Yes	1	240	59.3	80.8	80.8
No	2	49	12.1	16.5	97.3
DK	3	8	2.0	2.7	100.0
	.	108	26.7	Missing	
	Total	405	100.0	100.0	

Valid cases   297   Missing cases   108

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V4B   Q4b. Aware of SWEETHART availability?

Value Label	Value	Frequency	Percent	Valid Percent	Cum Percent
Yes	1	277	68.4	68.4	68.4
No	2	101	24.9	24.9	93.3
DK	3	27	6.7	6.7	100.0
	Total	405	100.0	100.0	

Valid cases   405   Missing cases   0

V5   Q5. Recall seeing/hearing advertising?

Value Label	Value	Frequency	Percent	Valid Percent	Cum Percent
Yes	1	119	29.4	29.4	29.4
No	2	260	64.2	64.2	93.6
DK	3	26	6.4	6.4	100.0
	Total	405	100.0	100.0	

Valid cases   405   Missing cases   0

- -

V6A   Q6a. What advertising?

Value Label	Value	Frequency	Percent	Valid Percent	Cum Percent
Posters on bus	1	38	9.4	29.9	29.9
Radio	2	29	7.2	22.8	52.8
Newspapers	3	22	5.4	17.3	70.1
Direct mailing	4	2	.5	1.6	71.7
Schedules/at hospita	5	1	.2	.8	72.4
Word-of-mouth	6	2	.5	1.6	74.0
Posters/bus stop	7	1	.2	.8	74.8
Stuff-A-Bus promo	8	1	.2	.8	75.6
Chamber of Commerce	9	1	.2	.8	76.4
Bulletin board/work	10	2	.5	1.6	78.0
Come-Ride-With-Us pr	11	5	1.2	3.9	81.9
Billboard	12	5	1.2	3.9	85.8
SweetHART flyer	13	2	.5	1.6	87.4
Don't remember	77	16	4.0	12.6	100.0
	.	278	68.6	Missing	
	Total	405	100.0	100.0	

Valid cases   127   Missing cases   278

V6B   Q6b. What advertising?

Value Label	Value	Frequency	Percent	Valid Percent	Cum Percent
Posters on bus	1	3	.7	17.6	17.6
Radio	2	3	.7	17.6	35.3
Newspapers	3	7	1.7	41.2	76.5
Word-of-mouth	6	1	.2	5.9	82.4
Come-Ride-With-Us pr	11	2	.5	11.8	94.1
SweetHART flyer	13	1	.2	5.9	100.0
	.	388	95.8	Missing	
		-------	-------	-------	
	Total	405	100.0	100.0	

Valid cases   17   Missing cases   388

- -

V7A   Q7a. Recall-Stuff a Bus?

Value Label	Value	Frequency	Percent	Valid Percent	Cum Percent
Yes	1	69	17.0	17.0	17.0
No	2	318	78.5	78.5	95.6
DK	3	18	4.4	4.4	100.0
		-------	-------	-------	
	Total	405	100.0	100.0	

Valid cases   405   Missing cases   0

- -

V7B   Q7b. Recall-Try Transit Week?

Value Label	Value	Frequency	Percent	Valid Percent	Cum Percent
Yes	1	21	5.2	5.2	5.2
No	2	366	90.4	90.4	95.6
DK	3	18	4.4	4.4	100.0
		-------	-------	-------	
	Total	405	100.0	100.0	

Valid cases   405   Missing cases   0

V7C   Q7c. Recall-Don't Be An SOV?

Value Label	Value	Frequency	Percent	Valid Percent	Cum Percent
Yes	1	8	2.0	2.0	2.0
No	2	376	92.8	92.8	94.8
DK	3	21	5.2	5.2	100.0
	Total	405	100.0	100.0	

Valid cases   405   Missing cases   0

- -

V8   Q8. Aware/receives portion of budget fro

Value Label	Value	Frequency	Percent	Valid Percent	Cum Percent
Yes	1	176	43.5	43.5	43.5
No	2	216	53.3	53.3	96.8
DK	3	13	3.2	3.2	100.0
	Total	405	100.0	100.0	

Valid cases   405   Missing cases   0

- -

V9   Q9. Public financial support?

Value Label	Value	Frequency	Percent	Valid Percent	Cum Percent
Very important	1	207	51.1	51.1	51.1
Somewhat important	2	143	35.3	35.3	86.4
Somewhat unimportant	3	17	4.2	4.2	90.6
Not at all important	4	19	4.7	4.7	95.3
DK	5	19	4.7	4.7	100.0
	Total	405	100.0	100.0	

Valid cases   405   Missing cases   0

V10A   Q10a. Support increase in taxes?

Value Label	Value	Frequency	Percent	Valid Percent	Cum Percent
Very likely	1	47	11.6	11.6	11.6
Somewhat likely	2	151	37.3	37.3	48.9
Somewhat unlikely	3	46	11.4	11.4	60.2
Not at all likely	4	103	25.4	25.4	85.7
DK	5	58	14.3	14.3	100.0
	Total	405	100.0	100.0	

Valid cases   405   Missing cases   0

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V10B   Q10b. Support tax/improving mass transit

Value Label	Value	Frequency	Percent	Valid Percent	Cum Percent
Very likely	1	55	13.6	13.6	13.6
Somewhat likely	2	121	29.9	29.9	43.5
Somewhat unlikely	3	75	18.5	18.5	62.0
Not at all likely	4	124	30.6	30.6	92.6
DK	5	30	7.4	7.4	100.0
	Total	405	100.0	100.0	

Valid cases   405   Missing cases   0

- -

V10C   Q10c. Do you pay property taxes?

Value Label	Value	Frequency	Percent	Valid Percent	Cum Percent
Yes	1	330	81.5	81.5	81.5
No	2	71	17.5	17.5	99.0
DK	3	2	.5	.5	99.5
	6	2	.5	.5	100.0
	Total	405	100.0	100.0	

Valid cases   405   Missing cases   0

V11A   Q11a. Providing dependable/reliable serv

Value Label	Value	Frequency	Percent	Valid Percent	Cum Percent
Very good	1	79	19.5	19.5	19.5
	2	41	10.1	10.1	29.6
	3	40	9.9	9.9	39.5
	4	10	2.5	2.5	42.0
Very poor	5	4	1.0	1.0	43.0
DK	6	231	57.0	57.0	100.0
		-------	-------	-------	
	Total	405	100.0	100.0	

Valid cases   405   Missing cases   0

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V11B   Q11b. Keeping riders informed?

Value Label	Value	Frequency	Percent	Valid Percent	Cum Percent
Very good	1	27	6.7	6.7	6.7
	2	38	9.4	9.4	16.0
	3	34	8.4	8.4	24.4
	4	13	3.2	3.2	27.7
Very poor	5	7	1.7	1.7	29.4
DK	6	286	70.6	70.6	100.0
		-------	-------	-------	
	Total	405	100.0	100.0	

Valid cases   405   Missing cases   0

V11C   Q11c. Operating efficiently?

Value Label	Value	Frequency	Percent	Valid Percent	Cum Percent
Very good	1	53	13.1	13.1	13.1
	2	51	12.6	12.6	25.7
	3	26	6.4	6.4	32.1
	4	4	1.0	1.0	33.1
Very poor	5	7	1.7	1.7	34.8
DK	6	264	65.2	65.2	100.0
		-------	-------	-------	
	Total	405	100.0	100.0	

Valid cases   405   Missing cases   0

- -

V11D   Q11d. Being open/honest operating?

Value Label	Value	Frequency	Percent	Valid Percent	Cum Percent
Very good	1	28	6.9	6.9	6.9
	2	36	8.9	8.9	15.8
	3	32	7.9	7.9	23.7
	4	7	1.7	1.7	25.4
Very poor	5	9	2.2	2.2	27.7
DK	6	293	72.3	72.3	100.0
		-------	-------	-------	
	Total	405	100.0	100.0	

Valid cases   405   Missing cases   0

V11E   Q11e. Effectively reducing traffic?

Value Label	Value	Frequency	Percent	Valid Percent	Cum Percent
Very good	1	50	12.3	12.3	12.3
	2	54	13.3	13.3	25.7
	3	33	8.1	8.1	33.8
	4	27	6.7	6.7	40.5
	5	19	4.7	4.7	45.2
Very poor	6	222	54.8	54.8	100.0
DK		-------	-------	-------	
	Total	405	100.0	100.0	

Valid cases   405   Missing cases   0

- -

V11F   Q11f. Responsive/caring employees?

Value Label	Value	Frequency	Percent	Valid Percent	Cum Percent
Very good	1	57	14.1	14.1	14.1
	2	28	6.9	6.9	21.0
	3	16	4.0	4.0	24.9
	4	3	.7	.7	25.7
	5	5	1.2	1.2	26.9
Very poor	6	296	73.1	73.1	100.0
DK		-------	-------	-------	
	Total	405	100.0	100.0	

Valid cases   405   Missing cases   0

V11G   Q11g. Keeping fares as low as posible?

Value Label	Value	Frequency	Percent	Valid Percent	Cum Percent
Very good	1	49	12.1	12.1	12.1
	2	51	12.6	12.6	24.7
	3	38	9.4	9.4	34.1
	4	1	.2	.2	34.3
Very poor	5	8	2.0	2.0	36.3
DK	6	258	63.7	63.7	100.0
	Total	405	100.0	100.0	

Valid cases   405   Missing cases   0

- -

V11H   Q11h. Meeting convenience needs of custo

Value Label	Value	Frequency	Percent	Valid Percent	Cum Percent
Very good	1	59	14.6	14.6	14.6
	2	56	13.8	13.8	28.4
	3	43	10.6	10.6	39.0
	4	12	3.0	3.0	42.0
Very poor	5	7	1.7	1.7	43.7
DK	6	228	56.3	56.3	100.0
	Total	405	100.0	100.0	

Valid cases   405   Missing cases   0

V11I   Q11i. Concern/solving customer problems?

Value Label	Value	Frequency	Percent	Valid Percent	Cum Percent
Very good	1	32	7.9	7.9	7.9
	2	32	7.9	7.9	15.8
	3	28	6.9	6.9	22.7
	4	7	1.7	1.7	24.4
Very poor	5	6	1.5	1.5	25.9
DK	6	300	74.1	74.1	100.0
	Total	405	100.0	100.0	

Valid cases   405   Missing cases   0

- -

V11J   Q11j. Offering convenient route schedule

Value Label	Value	Frequency	Percent	Valid Percent	Cum Percent
Very good	1	47	11.6	11.6	11.6
	2	51	12.6	12.6	24.2
	3	36	8.9	8.9	33.1
	4	12	3.0	3.0	36.0
Very poor	5	5	1.2	1.2	37.3
DK	6	254	62.7	62.7	100.0
	Total	405	100.0	100.0	

Valid cases   405   Missing cases   0

V11K   Q11k. Overall quality of service?

Value Label	Value	Frequency	Percent	Valid Percent	Cum Percent
Very good	1	46	11.4	11.4	11.4
	2	70	17.3	17.3	28.6
	3	38	9.4	9.4	38.0
	4	4	1.0	1.0	39.0
Very poor	5	4	1.0	1.0	40.0
DK	6	243	60.0	60.0	100.0
	Total	405	100.0	100.0	

Valid cases   405   Missing cases   0·

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V12   Q12. Primary means of transportation?

Value Label	Value	Frequency	Percent	Valid Percent	Cum Percent
Drive own car	1	310	76.5	76.5	76.5
Carpool	2	8	2.0	2.0	78.5
Bus	4	9	2.2	2.2	80.7
Walk/Jog	8	4	1.0	1.0	81.7
Do not work outside	10	74	18.3	18.3	100.0
	Total	405	100.0	100.0	

Valid cases   405   Missing cases   0

V13   Q13. How do you usually get around?

Value Label	Value	Frequency	Percent	Valid Percent	Cum Percent
Drive own car	1	374	92.3	92.3	92.3
Carpool	2	10	2.5	2.5	94.8
Vanpool	3	1	.2	.2	95.1
Bus	4	11	2.7	2.7	97.8
Motorcycle	7	1	.2	.2	98.0
Walk/Jog	8	4	1.0	1.0	99.0
Do not work outside	10	1	.2	.2	99.3
Other	11	3	.7	.7	100.0
	Total	405	100.0	100.0	

Valid cases   405   Missing cases   0

- -

V14A   Q14a. Is there a bus stop near your home

Value Label	Value	Frequency	Percent	Valid Percent	Cum Percent
Yes	1	139	34.3	34.3	34.3
No	2	204	50.4	50.4	84.7
DK	3	62	15.3	15.3	100.0
	Total	405	100.0	100.0	

Valid cases   405   Missing cases   0

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V14B   Q14b. How many times/used the bus?

Value Label	Value	Frequency	Percent	Valid Percent	Cum Percent
0	1	358	88.4	88.4	88.4
1-5 times	2	28	6.9	6.9	95.3
6-10 times	3	4	1.0	1.0	96.3
More than 10 times	4	15	3.7	3.7	100.0
	Total	405	100.0	100.0	

Valid cases   405   Missing cases   0

V15   Q15. Considered taking the bus?

Value Label	Value	Frequency	Percent	Valid Percent	Cum Percent
Yes	1	49	12.1	15.0	15.0
No	2	267	65.9	81.7	96.6
DK	3	11	2.7	3.4	100.0
	.	78	19.3	Missing	
		-------	-------	-------	
	Total	405	100.0	100.0	

Valid cases   327   Missing cases   78

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V16A   Q16a. Why haven't you taking the bus?

Value Label	Value	Frequency	Percent	Valid Percent	Cum Percent
No bus stop nearby	1	113	27.9	29.0	29.0
Expensive	2	10	2.5	2.6	31.5
Need car at work	3	47	11.6	12.1	43.6
Want to come/go	4	51	12.6	13.1	56.7
Bus takes longer	5	16	4.0	4.1	60.8
Not aware/bus schedu	6	6	1.5	1.5	62.3
Not aware/bus freque	7	2	.5	.5	62.8
Bus schedule not con	8	37	9.1	9.5	72.3
Doesn't go where I g	9	25	6.2	6.4	78.7
Concerned about pers	10	2	.5	.5	79.2
Other	11	81	20.0	20.8	100.0
	.	15	3.7	Missing	
		-------	-------	-------	
	Total	405	100.0	100.0	

Valid cases   390   Missing cases   15

V16B   Q16b. Why haven't you taking the bus?

Value Label	Value	Frequency	Percent	Valid Percent	Cum Percent
Expensive	2	4	1.0	3.2	3.2
Need car at work	3	16	4.0	12.9	16.1
Want to come/go	4	28	6.9	22.6	38.7
Bus takes longer	5	13	3.2	10.5	49.2
Not aware/bus schedu	6	4	1.0	3.2	52.4
Not aware/bus freque	7	5	1.2	4.0	56.5
Bus schedule not con	8	12	3.0	9.7	66.1
Doesn't go where I g	9	29	7.2	23.4	89.5
Concerned about pers	10	2	.5	1.6	91.1
Other	11	11	2.7	8.9	100.0
	.	281	69.4	Missing	
	Total	405	100.0	100.0	

Valid cases   124   Missing cases   281

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V16C   Q16c. Why haven't you taking the bus?

Value Label	Value	Frequency	Percent	Valid Percent	Cum Percent
Need car at work	3	1	.2	2.2	2.2
Want to come/go	4	7	1.7	15.6	17.8
Bus takes longer	5	15	3.7	33.3	51.1
Not aware/bus schedu	6	6	1.5	13.3	64.4
Not aware/bus freque	7	4	1.0	8.9	73.3
Bus schedule not con	8	4	1.0	8.9	82.2
Doesn't go where I g	9	3	.7	6.7	88.9
Other	11	5	1.2	11.1	100.0
	.	360	88.9	Missing	
	Total	405	100.0	100.0	

Valid cases   45   Missing cases   360

V17A   Q17a. What would help you consider?

Value Label	Value	Frequency	Percent	Valid Percent	Cum Percent
More bus frequency	1	34	8.4	8.5	8.5
Reduced fares	2	19	4.7	4.8	13.3
Company bus subsidie	3	2	.5	.5	13.8
On time buses	4	2	.5	.5	14.3
Accomodate flex hour	5	13	3.2	3.3	17.5
Convenient routes	7	49	12.1	12.3	29.8
Expanded routes	8	15	3.7	3.8	33.6
Night/Sunday service	9	10	2.5	2.5	36.1
Faster travel time	10	4	1.0	1.0	37.1
Express bus to other	11	8	·2.0	2.0	39.1
More service availab	12	12	3.0	3.0	42.1
Nothing	14	229	56.5	57.4	99.5
Other	15	1	.2	.3	99.7
	77	1	.2	.3	100.0
	.	6	1.5	Missing	
	Total	405	100.0	100.0	

Valid cases   399   Missing cases   6

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V17B   Q17b. What would help you consider?

Value Label	Value	Frequency	Percent	Valid Percent	Cum Percent
Reduced fares	2	4	1.0	5.3	5.3
Company bus subsidie	3	3	.7	4.0	9.3
On time buses	4	4	1.0	5.3	14.7
Accomodate flex hour	5	9	2.2	12.0	26.7
Convenient routes	7	18	4.4	24.0	50.7
Expanded routes	8	9	2.2	12.0	62.7
Night/Sunday service	9	6	1.5	8.0	70.7
Faster travel time	10	6	1.5	·8.0	78.7
Express bus to other	11	3	.7	4.0	82.7
More service availab	12	9	2.2	12.0	94.7
Nothing	14	4	1.0	5.3	100.0
	.	330	81.5	Missing	
	Total	405	100.0	100.0	

Valid cases   75   Missing cases   330

V17C   Q17c. What would help you consider?

Value Label	Value	Frequency	Percent	Valid Percent	Cum Percent
On time buses	4	1	.2	3.4	3.4
Accomodate flex hour	5	2	.5	6.9	10.3
Cleanliness	6	1	.2	3.4	13.8
Convenient routes	7	6	1.5	20.7	34.5
Expanded routes	8	5	1.2	17.2	51.7
Night/Sunday service	9	1	.2	3.4	55.2
Faster travel time	10	2	.5	6.9	62.1
Express bus to other	11	7	1.7	24.1	86.2
More service availab	12	4	1.0	13.8	100.0
	.	376	92.8	Missing	
	Total	405	100.0	100.0	

Valid cases   29   Missing cases   376

V18A   Q18a. Primary factors/more likely?

Value Label	Value	Frequency	Percent	Valid Percent	Cum Percent
Faster travel time	1	5	1.2	1.3	1.3
None-like driving	2	196	48.4	49.4	50.6
More routes	3	38	9.4	9.6	60.2
Better hours	4	8	2.0	2.0	62.2
More buses/each rout	5	21	5.2	5.3	67.5
Express/Manhattan	6	3	.7	.8	68.3
Lower rates	7	18	4.4	4.5	72.8
On-time buses	8	1	.2	.3	73.0
Express/White Plains	9	1	.2	.3	73.3
Closer bus stops	10	37	9.1	9.3	82.6
Already takes bus	11	3	.7	.8	83.4
Better info/services	12	7	1.7	1.8	85.1
Express/other towns	13	5	1.2	1.3	86.4
Safety at stops	14	2	.5	.5	86.9
Bad weather	15	2	.5	.5	87.4
Not conv at all	18	2	.5	.5	87.9
More service/seniors	19	2	.5	.5	88.4
Don't know	77	46	11.4	11.6	100.0
	.	8	2.0	Missing	
	Total	405	100.0	100.0	

Valid cases   397   Missing cases   8

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V18B   Q18b. Primary factors/more likely?

Value Label	Value	Frequency	Percent	Valid Percent	Cum Percent
Faster travel time	1	1	.2	2.6	2.6
More routes	3	6	1.5	15.8	18.4
Better hours	4	7	1.7	18.4	36.8
More buses/each rout	5	5	1.2	13.2	50.0
On-time buses	8	1	.2	2.6	52.6
Closer bus stops	10	12	3.0	31.6	84.2
Express/other towns	13	5	1.2	13.2	97.4
Cleanliness	16	1	.2	2.6	100.0
	.	367	90.6	Missing	
	Total	405	100.0	100.0	

Valid cases   38   Missing cases   367

V18C   Q18c. Primary factors/more likely?

Value Label	Value	Frequency	Percent	Valid Percent	Cum Percent
Better hours	4	3	.7	75.0	75.0
Closer bus stops	10	1	.2	25.0	100.0
	.	401	99.0	Missing	
		-------	-------	-------	
	Total	405	100.0	100.0	

Valid cases   4   Missing cases   401

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V19   Q19. How likely to use for work?

Value Label	Value	Frequency	Percent	Valid Percent	Cum Percent
Very likely	1	36	8.9	10.7	10.7
Somewhat likely	2	59	14.6	17.5	28.1
Somewhat unlikely	3	43	10.6	12.7	40.8
Not at all likely	4	173	42.7	51.2	92.0
DK	5	27	6.7	8.0	100.0
	.	67	16.5	Missing	
		-------	-------	-------	
	Total	405	100.0	100.0	

Valid cases   338   Missing cases   67

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V20A   Q20a. How likely to use for area travel?

Value Label	Value	Frequency	Percent	Valid Percent	Cum Percent
Very likely	1	35	8.6	8.6	8.6
Somewhat likely	2	98	24.2	24.2	32.8
Somewhat unlikely	3	56	13.8	13.8	46.7
Not at all likely	4	197	48.6	48.6	95.3
DK	5	19	4.7	4.7	100.0
		-------	-------	-------	
	Total	405	100.0	100.0	

Valid cases   405   Missing cases   0

V20B   Q20b. Where/like commuter bus service to

Value Label	Value	Frequency	Percent	Valid Percent	Cum Percent
New Fairfield	1	14	3.5	3.6	3.6
Redding	2	5	1.2	1.3	4.8
Ridgefield	3	19	4.7	4.8	9.7
Waterbury	4	17	4.2	4.3	14.0
Southbury	5	9	2.2	2.3	16.3
Brewster	6	4	1.0	1.0	17.3
White Plains	7	17	4.2	4.3	21.7
Newtown	8	8	2.0	2.0	23.7
Manhattan	9	58	14.3	14.8	38.5
Norwalk	10	10	2.5	2.6	41.1
Stamford	11	18	4.4	4.6	45.7
Greenwich	12	4	1.0	1.0	46.7
Bridgeport	13	3	.7	.8	47.4
New Haven	14	5	1.2	1.3	48.7
Hartford	15	12	3.0	3.1	51.8
Other	17	24	5.9	6.1	57.9
None	18	153	37.8	39.0	96.9
All	19	9	2.2	2.3	99.2
	77	3	.7	.8	100.0
	.	13	3.2	Missing	
		-------	-------	-------	
	Total	405	100.0	100.0	

Valid cases   392   Missing cases   13

V20C   Q20c. Where/like commuter bus service to

Value Label	Value	Frequency	Percent	Valid Percent	Cum Percent
Redding	2	3	.7	3.3	3.3
Waterbury	4	3	.7	3.3	6.6
Southbury	5	5	1.2	5.5	12.1
Brewster	6	3	.7	3.3	15.4
White Plains	7	2	.5	2.2	17.6
Manhattan	9	6	1.5	6.6	24.2
Norwalk	10	11	2.7	12..1	36.3
Stamford	11	22	5.4	24.2	60.4
Greenwich	12	3	.7	3.3	63.7
Bridgeport	13	4	1.0	4.4	68.1
New Haven	14	11	2.7	12.1	80.2
Hartford	15	11	2.7	12.1	92.3
Poughkeepsie	16	3	.7	3.3	95.6
Other	17	4	1.0	4.4	100.0
	.	314	77.5	Missing	
		-------	-------	-------	
	Total	405	100.0	100.0	

Valid cases   91   Missing cases   314

V21A   Q21a. Name any incentives?

Value Label	Value	Frequency	Percent	Valid Percent	Cum Percent
None-like driving	1	127	31.4	31.9	31.9
More frequent	2	17	4.2	4.3	36.2
Discounts/daily use	3	13	3.2	3.3	39.4
Monthly fares	4	9	2.2	2.3	41.7
Advertise fares	5	1	.2	.3	42.0
Safe,covered stops	6	3	.7	.8	42.7
More advertising	7	24	5.9	6.0	48.7
Express/Manhattan	8	1	.2	.3	49.0
More conv routes	9	7	1.7	1.8	50.8
Lower rates	10	26	6.4	6.5	57.3
Late night hours	11	6	1.5	1.5	58.8
Better hours	12	4	1.0	1.0	59.8
More buses/each rout	13	12	3.0	3.0	62.8
Closer bus stops	14	22	5.4	5.5	68.3
Expand routes	15	26	6.4	6.5	74.9
Free service/1 week	16	1	.2	.3	75.1
Already take bus	17	1	.2	.3	75.4
Advertise schedules	18	4	1.0	1.0	76.4
Family rates	20	2	.5	.5	76.9
Express/other towns	21	11	2.7	2.8	79.6
Pick up/commuter lot	22	4	1.0	1.0	80.7
Not conv at all	23	2	.5	.5	81.2
Higher gas prices	24	2	.5	.5	81.7
Tax break	25	1	.2	.3	81.9
Don't know	77	72	17.8	18.1	100.0
	.	7	1.7	Missing	
		-------	-------	-------	
Total		405	100.0	100.0	

Valid cases   398   Missing cases   7

V21B   Q21b. Name any incentives?

Value Label	Value	Frequency	Percent	Valid Percent	Cum Percent
More frequent	2	1	.2	1.8	1.8
Discounts/daily use	3	6	1.5	10.9	12.7
Monthly fares	4	1	.2	1.8	14.5
Safe,covered stops	6	1	.2	1.8	16.4
More advertising	7	3	.7	5.5	21.8
Express/Manhattan	8	3	.7	5.5	27.3
More conv routes	9	5	1.2	9.1	36.4
Lower rates	10	6	1.5	10.9	47.3
Late night hours	11	1	.2	1.8	49.1
Better hours	12	6	1.5	10.9	60.0
More buses/each rout	13	8	2.0	14.5	74.5
Closer bus stops	14	8	2.0	14.5	89.1
Expand routes	15	3	.7	5.5	94.5
Advertise schedules	18	1	.2	1.8	96.4
Very early hours	19	1	.2	1.8	98.2
Express/other towns	21	1	.2	1.8	100.0
	.	350	86.4	Missing	
	Total	405	100.0	100.0	

Valid cases   55   Missing cases   350

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V22   Q22. How/learn about transportation issu

Value Label	Value	Frequency	Percent	Valid Percent	Cum Percent
Newpspapers	1	304	75.1	75.1	75.1
Radio	2	32	7.9	7.9	83.0
Television	3	12	3.0	3.0	85.9
Mailings	4	2	.5	.5	86.4
Billboards	5	7	1.7	1.7	88.1
Word of mouth	6	30	7.4	7.4	95.6
Unsure/DK	7	18	4.4	4.4	100.0
	Total	405	100.0	100.0	

Valid cases   405   Missing cases   0

V23   Q23. How should HART communicate w/you?

Value Label	Value	Frequency	Percent	Valid Percent	Cum Percent
Newpspapers	1	263	64.9	64.9	64.9
Radio	2	52	12.8	12.8	77.8
Television	3	14	3.5	3.5	81.2
Mailings	4	42	10.4	10.4	91.6
Billboards	5	8	2.0	2.0	93.6
Word of mouth	6	5	1.2	1.2	94.8
Unsure/DK	7	21	5.2	5.2	100.0
	Total	405	100.0	100.0	

Valid cases   405   Missing cases   0

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V24   Q24. Do you own a car?

Value Label	Value	Frequency	Percent	Valid Percent	Cum Percent
Yes, one	1	216	53.3	53.3	53.3
Yes, two	2	122	30.1	30.1	83.5
Yes, three or more	3	37	9.1	9.1	92.6
No	4	29	7.2	7.2	99.8
DK	5	1	.2	.2	100.0
	Total	405	100.0	100.0	

Valid cases   405   Missing cases   0

V25   Q25. How may trips/Danbury Mall?

Value Label	Value	Frequency	Percent	Valid Percent	Cum Percent
None	1	46	11.4	11.4	11.4
0-1	2	144	35.6	35.6	46.9
2-5	3	173	42.7	42.7	89.6
6-10	4	24	5.9	5.9	95.6
11 or more	5	12	3.0	3.0	98.5
Unsure/DK	6	6	1.5	1.5	100.0
	Total	405	100.0	100.0	

Valid cases   405   Missing cases   0

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V26   Q26. Highest grade of school?

Value Label	Value	Frequency	Percent	Valid Percent	Cum Percent
Some high school	1	28	6.9	6.9	6.9
Graduated high schoo	2	99	24.4	24.4	31.4
Some college	3	88	21.7	21.7	53.1
Graduated college	4	133	32.8	32.8	85.9
Post-graduate work	5	49	12.1	12.1	98.0
Unsure/DK	6	2	.5	.5	98.5
RF	7	6	1.5	1.5	100.0
	Total	405	100.0	100.0	

Valid cases   405   Missing cases   0

V27   Q27. Age?

Value Label	Value	Frequency	Percent	Valid Percent	Cum Percent
18 to 21	1	17	4.2	4.2	4.2
22 to 34	2	14	3.5	3.5	7.7
25 to 34	3	69	17.0	17.0	24.7
35 to 44	4	111	27.4	27.4	52.1
45 to 54	5	74	18.3	18.3	70.4
55 to 64	6	54	13.3	13.3	83.7
65 to 74	7	31	7.7	7.7	91.4
75 or older	8	24	5.9	5.9	97.3
RF	9	11	2.7	2.7	100.0
	Total	405	100.0	100.0	

Valid cases   405   Missing cases   0

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V28   Q28. Total family income?

Value Label	Value	Frequency	Percent	Valid Percent	Cum Percent
Under $9,999	1	17	4.2	4.2	4.2
$10,000 to $24,999	2	26	6.4	6.4	10.6
$25,000 to $39,999	3	50	12.3	12.3	23.0
$40,000 to $49,999	4	37	9.1	9.1	32.1
$50,000 to $59,999	5	35	8.6	8.6	40.7
$60,000 to $74,999	6	42	10.4	10.4	51.1
$75,000 or more	7	84	20.7	20.7	71.9
Unsure/DK	8	22	5.4	5.4	77.3
RF	9	92	22.7	22.7	100.0
	Total	405	100.0	100.0	

Valid cases   405   Missing cases   0

V29A   Q29a. What town do you live in?

Value Label	Value	Frequency	Percent	Valid Percent	Cum Percent
Danbury	1	161	39.8	39.8	39.8
Ridgefield	2	48	11.9	11.9	51.6
New Milford	3	44	10.9	10.9	62.5
Brookfield	4	32	7.9	7.9	70.4
Bethel	5	28	6.9	6.9	77.3
New Fairfield	6	24	5.9	5.9	83.2
Newtown	7	48	11.9	11.9	95.1
Redding	8	20	4.9	4.9	100.0
	Total	405	100.0	100.0	

Valid cases   405   Missing cases   0

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V29B   Q29b. What town do you work in?

Value Label	Value	Frequency	Percent	Valid Percent	Cum Percent
Danbury	1	124	30.6	38.5	38.5
Ridgefield	2	33	8.1	10.2	48.8
New Milford	3	26	6.4	8.1	56.8
Brookfield	4	17	4.2	5.3	62.1
Bethel	5	10	2.5	3.1	65.2
New Fairfield	6	7	1.7	2.2	67.4
Newtown	7	14	3.5	4.3	71.7
Redding	8	1	.2	.3	72.0
Other	9	90	22.2	28.0	100.0
	.	83	20.5	Missing	
	Total	405	100.0	100.0	

Valid cases   322   Missing cases   83

V30A   Q30a. What could HART do/encourage you?

Value Label	Value	Frequency	Percent	Valid Percent	Cum Percent
Continue w/services	1	5	1.2	1.2	1.2
Express/Manhattan	2	3	.7	.7	2.0
Expand routes	3	27	6.7	6.7	8.7
None-like driving	4	134	33.1	33.4	42.1
More routes	5	8	2.0	2.0	44.1
More conv stops	6	7	1.7	1.7	45.9
More advertising	7	53	13.1	13.2	59.1
Send out mailings	8	1	.2	.2	59.4
Lower rates	9	14	3.5	3.5	62.8
More buses/each rout	10	14	3.5	3.5	66.3
Late night hours	11	3	.7	.7	67.1
Closer bus stops	12	27	6.7	6.7	73.8
More buses to mall	13	5	1.2	1.2	75.1
Advertise savings	14	2	.5	.5	75.6
Already take bus	15	1	.2	.2	75.8
More accessible	16	5	1.2	1.2	77.1
Better hours	17	7	1.7	1.7	78.8
Express/other towns	18	25	6.2	6.2	85.0
Already take bus	19	2	.5	.5	85.5
Serivce/train statio	20	2	.5	.5	86.0
More service/seniors	21	8	2.0	2.0	88.0
	77	48	11.9	12.0	100.0
	.	4	1.0	Missing	
		-------	-------	-------	
	Total	405	100.0	100.0	

Valid cases   401   Missing cases   4

V30B   Q30b. What could HART do/encourage you?

Value Label	Value	Frequency	Percent	Valid Percent	Cum Percent
Continue w/services	1	1	.2	1.9	1.9
Expand routes	3	6	1.5	11.1	13.0
None-like driving	4	4	1.0	7.4	20.4
More routes	5	11	2.7	20.4	40.7
More conv stops	6	2	.5	3.7	44.4
More advertising	7	2	.5	3.7	48.1
Send out mailings	8	6	1.5	11.1	59.3
Lower rates	9	1	.2	1.9	61.1
More buses/each rout	10	3	.7	5.6	66.7
Late night hours	11	4	1.0	7.4	74.1
Closer bus stops	12	4	1.0	7.4	81.5
Better hours	17	5	1.2	9.3	90.7
Already take bus	19	1	.2	1.9	92.6
Serivce/train statio	20	4	1.0	7.4	100.0
	.	351	86.7	Missing	
	Total	405	100.0	100.0	

Valid cases   54   Missing cases   351

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V31   Q31. Gender?

Value Label	Value	Frequency	Percent	Valid Percent	Cum Percent
Male	1	154	38.0	38.0	38.0
Female	2	251	62.0	62.0	100.0
	Total	405	100.0	100.0	

Valid cases   405   Missing cases   0

Hart Rider
Composite Data

V1   Q1. Bus service?

Value Label	Value	Frequency	Percent	Valid Percent	Cum Percent
Hart	1	300	100.0	100.0	100.0
	Total	300	100.0	100.0	

Valid cases   300   Missing cases   0

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V1A   Q1a. Aware-seven routes?

Value Label	Value	Frequency	Percent	Valid Percent	Cum Percent
Yes	1	240	80.0	80.0	80.0
No	2	44	14.7	14.7	94.7
DK	3	16	5.3	5.3	100.0
	Total	300	100.0	100.0	

Valid cases   300   Missing cases   0

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V1B   Q1b. Aware-SweetHart?

Value Label	Value	Frequency	Percent	Valid Percent	Cum Percent
Yes	1	251	83.7	86.6	86.6
No	2	30	10.0	10.3	96.9
DK	3	9	3.0	3.1	100.0
	.	10	3.3	Missing	
	Total	300	100.0	100.0	

Valid cases   290   Missing cases   10

V1C   Q1c. Purpose of trip today?

Value Label	Value	Frequency	Percent	Valid Percent	Cum Percent
Work	1	107	35.7	35.7	35.7
Shopping	2	103	34.3	34.3	70.0
Medical appt	3	39	13.0	13.0	83.0
Senior Center	4	6	2.0	2.0	85.0
School	5	17	5.7	5.7	90.7
Other	6	28	9.3	9.3	100.0
	Total	300	100.0	100.0	

Valid cases   300   Missing cases   0

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V2   Q2. Recall advertising?

Value Label	Value	Frequency	Percent	Valid Percent	Cum Percent
Yes	1	117	39.0	39.0	39.0
No	2	152	50.7	50.7	89.7
DK	3	31	10.3	10.3	100.0
	Total	300	100.0	100.0	

Valid cases   300   Missing cases   0

V3A   Q3a. What advertising?

Value Label	Value	Frequency	Percent	Valid Percent	Cum Percent
Newspaper	1	24	8.0	25.0	25.0
Radio	2	9	3.0	9.4	34.4
Billboard ad	3	8	2.7	8.3	42.7
Posters on bus	4	28	9.3	29.2	71.9
Flyers	5	2	.7	2.1	74.0
Change/route to mall	6	2	.7	2.1	76.0
Discounted passes	7	8	2.7	8.3	84.4
TV	8	7	2.3	7.3	91.7
Stuff-A-Bus	9	5	1.7	5.2	96.9
Poster/senior center	11	1	.3	1.0	97.9
DK	77	2	.7	2.1	100.0
	.	204	68.0	Missing	
	Total	300	100.0	100.0	

Valid cases   96   Missing cases   204

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V3B   Q3b. What advertising?

Value Label	Value	Frequency	Percent	Valid Percent	Cum Percent
Newspaper	1	3	1.0	16.7	16.7
Radio	2	3	1.0	16.7	33.3
Posters on bus	4	4	1.3	22.2	55.6
Flyers	5	4	1.3	22.2	77.8
SweetHart	10	4	1.3	22.2	100.0
	.	282	94.0	Missing	
	Total	300	100.0	100.0	

Valid cases   18   Missing cases   282

V4A   Q4a. Aware-Stuff a Bus?

Value Label	Value	Frequency	Percent	Valid Percent	Cum Percent
Yes	1	89	29.7	31.0	31.0
No	2	156	52.0	54.4	85.4
DK	3	42	14.0	14.6	100.0
	.	13	4.3	Missing	
	Total	300	100.0	100.0	

Valid cases   287   Missing cases   13

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V4B   Q4b. Aware-Try Transit Week?

Value Label	Value	Frequency	Percent	Valid Percent	Cum Percent
Yes	1	48	16.0	18.5	18.5
No	2	157	52.3	60.6	79.2
DK	3	54	18.0	20.8	100.0
	.	41	13.7	Missing	
	Total	300	100.0	100.0	

Valid cases   259   Missing cases   41

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V4C   Q4c. Aware-Don't Be An SOV?

Value Label	Value	Frequency	Percent	Valid Percent	Cum Percent
Yes	1	6	2.0	2.4	2.4
No	2	186	62.0	73.8	76.2
DK	3	60	20.0	23.8	100.0
	.	48	16.0	Missing	
	Total	300	100.0	100.0	

Valid cases   252   Missing cases   48

V5   Q5. Aware-received budget from federal?

Value Label	Value	Frequency	Percent	Valid Percent	Cum Percent
Yes	1	151	50.3	50.3	50.3
No	2	114	38.0	38.0	88.3
DK	3	35	11.7	11.7	100.0
	Total	300	100.0	100.0	

Valid cases   300   Missing cases   0

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V6   Q6. Public financial support?

Value Label	Value	Frequency	Percent	Valid Percent	Cum Percent
Very important	1	220	73.3	73.3	73.3
Somewhat important	2	45	15.0	15.0	88.3
Somewhat unimportant	3	11	3.7	3.7	92.0
Not at all important	4	6	2.0	2.0	94.0
DK	5	18	6.0	6.0	100.0
	Total	300	100.0	100.0	

Valid cases   300   Missing cases   0

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V7A   Q7a. Support increase in taxes?

Value Label	Value	Frequency	Percent	Valid Percent	Cum Percent
Very likely	1	104	34.7	34.8	34.8
Somewhat likely	2	90	30.0	30.1	64.9
Somewhat unlikely	3	21	7.0	7.0	71.9
Not at all likely	4	57	19.0	19.1	91.0
DK	5	27	9.0	9.0	100.0
	.	1	.3	Missing	
	Total	300	100.0	100.0	

Valid cases   299   Missing cases   1

V7B   Q7b. Pay property taxes?

Value Label	Value	Frequency	Percent	Valid Percent	Cum Percent
Yes	1	71	23.7	24.2	24.2
No	2	210	70.0	71.7	95.9
DK	3	12	4.0	4.1	100.0
	.	7	2.3	Missing	
	Total	300	100.0	100.0	

Valid cases   293   Missing cases   7

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V8A   Q8a. Dependable/reliable service?

Value Label	Value	Frequency	Percent	Valid Percent	Cum Percent
Very good	1	165	55.0	56.3	56.3
	2	66	22.0	22.5	78.8
	3	10	3.3	3.4	82.3
	4	3	1.0	1.0	83.3
Very poor	5	23	7.7	7.8	91.1
DK	6	26	8.7	8.9	100.0
	.	7	2.3	Missing	
	Total	300	100.0	100.0	

Valid cases   293   Missing cases   7

V8B   Q8b. Keeping riders informed?

Value Label	Value	Frequency	Percent	Valid Percent	Cum Percent
Very good	1	114	38.0	38.9	38.9
	2	55	18.3	18.8	57.7
	3	38	12.7	13.0	70.6
	4	23	7.7	7.8	78.5
	5	25	8.3	8.5	87.0
Very poor	6	38	12.7	13.0	100.0
DK	.	7	2.3	Missing	
	Total	300	100.0	100.0	

Valid cases   293   Missing cases   7

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V8C   Q8c. Being open and honest?

Value Label	Value	Frequency	Percent	Valid Percent	Cum Percent
Very good	1	145	48.3	49.5	49.5
	2	45	15.0	15.4	64.8
	3	34	11.3	11.6	76.5
	4	7	2.3	2.4	78.8
	5	31	10.3	10.6	89.4
Very poor	6	31	10.3	10.6	100.0
DK	.	7	2.3	Missing	
	Total	300	100.0	100.0	

Valid cases   293   Missing cases   7

V8D   Q8d. Reducing traffic congestion?

Value Label	Value	Frequency	Percent	Valid Percent	Cum Percent
Very good	1	106	35.3	36.2	36.2
	2	56	18.7	19.1	55.3
	3	38	12.7	13.0	68.3
	4	36	12.0	12.3	80.5
Very poor	5	22	7.3	7.5	88.1
DK	6	35	11.7	11.9	100.0
	.	7	2.3	Missing	
	Total	300	100.0	100.0	

Valid cases   293   Missing cases   7

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V8E   Q8e. Responsive/caring employees?

Value Label	Value	Frequency	Percent	Valid Percent	Cum Percent
Very good	1	133	44.3	45.4	45.4
	2	49	16.3	16.7	62.1
	3	33	11.0	11.3	73.4
	4	33	11.0	11.3	84.6
Very poor	5	18	6.0	6.1	90.8
DK	6	27	9.0	9.2	100.0
	.	7	2.3	Missing	
	Total	300	100.0	100.0	

Valid cases   293   Missing cases   7

V8F   Q8f. Keeping fares low?

Value Label	Value	Frequency	Percent	Valid Percent	Cum Percent
Very good	1	133	44.3	45.4	45.4
	2	57	19.0	19.5	64.8
	3	46	15.3	15.7	80.5
	4	27	9.0	9.2	89.8
Very poor	5	14	4.7	4.8	94.5
DK	6	16	5.3	5.5	100.0
	.	7	2.3	Missing	
	Total	300	100.0	100.0	

Valid cases   293   Missing cases   7

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V8G   Q8g. Concern about problems?

Value Label	Value	Frequency	Percent	Valid Percent	Cum Percent
Very good	1	110	36.7	37.5	37.5
	2	39	13.0	13.3	50.9
	3	55	18.3	18.8	69.6
	4	15	5.0	5.1	74.7
Very poor	5	43	14.3	14.7	89.4
DK	6	31	10.3	10.6	100.0
	.	7	2.3	Missing	
	Total	300	100.0	100.0	

Valid cases   293   Missing cases   7

V8H   Q8h. Convenient route schedule?

Value Label	Value	Frequency	Percent	Valid Percent	Cum Percent
Very good	1	144	48.0	49.1	49.1
	2	55	18.3	18.8	67.9
	3	31	10.3	10.6	78.5
	4	23	7.7	7.8	86.3
Very poor	5	24	8.0	8.2	94.5
DK	6	16	5.3	5.5	100.0
	.	7	2.3	Missing	
	Total	300	100.0	100.0	

Valid cases   293   Missing cases   7

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V8I   Q8i. Bus appearance?

Value Label	Value	Frequency	Percent	Valid Percent	Cum Percent
Very good	1	103	34.3	35.2	35.2
	2	70	23.3	23.9	59.0
	3	44	14.7	15.0	74.1
	4	32	10.7	10.9	85.0
Very poor	5	30	10.0	10.2	95.2
DK	6	14	4.7	4.8	100.0
	.	7	2.3	Missing	
	Total	300	100.0	100.0	

Valid cases   293   Missing cases   7

V8J   Q8j. Easy to use maps?

Value Label	Value	Frequency	Percent	Valid Percent	Cum Percent
Very good	1	154	51.3	52.6	52.6
	2	43	14.3	14.7	67.2
	3	42	14.0	14.3	81.6
	4	11	3.7	3.8	85.3
Very poor	5	26	8.7	8.9	94.2
DK	6	17	5.7	5.8	100.0
	.	7	2.3	Missing	
	Total	300	100.0	100.0	

Valid cases   293   Missing cases   7

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V8K   Q8k. Maintainin safety?

Value Label	Value	Frequency	Percent	Valid Percent	Cum Percent
Very good	1	164	54.7	56.0	56.0
	2	53	17.7	18.1	74.1
	3	11	3.7	3.8	77.8
	4	18	6.0	6.1	84.0
Very poor	5	32	10.7	10.9	94.9
DK	6	15	5.0	5.1	100.0
	.	7	2.3	Missing	
	Total	300	100.0	100.0	

Valid cases   293   Missing cases   7

V8L   Q8l. Frequency/on-time pick-ups?

Value Label	Value	Frequency	Percent	Valid Percent	Cum Percent
Very good	1	121	40.3	41.3	41.3
	2	82	27.3	28.0	69.3
	3	33	11.0	11.3	80.5
	4	21	7.0	7.2	87.7
Very poor	5	21	7.0	7.2	94.9
DK	6	15	5.0	5.1	100.0
	.	7	2.3	Missing	
	Total	300	100.0	100.0	

Valid cases   293   Missing cases   7

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V8M   Q8m. Bus comfort?

Value Label	Value	Frequency	Percent	Valid Percent	Cum Percent
Very good	1	126	42.0	43.0	43.0
	2	53	17.7	18.1	61.1
	3	42	14.0	14.3	75.4
	4	34	11.3	11.6	87.0
Very poor	5	25	8.3	8.5	95.6
DK	6	13	4.3	4.4	100.0
	.	7	2.3	Missing	
	Total	300	100.0	100.0	

Valid cases   293   Missing cases   7

V8N   Q8n. Overall satisfaction?

Value Label	Value	Frequency	Percent	Valid Percent	Cum Percent
Very good	1	123	41.0	42.0	42.0
	2	82	27.3	28.0	70.0
	3	36	12.0	12.3	82.3
	4	15	5.0	5.1	87.4
Very poor	5	22	7.3	7.5	94.9
DK	6	15	5.0	5.1	100.0
	.	7	2.3	Missing	
	Total	300	100.0	100.0	

Valid cases   293   Missing cases   7

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V9A   Q9a. Willingness to help?

Value Label	Value	Frequency	Percent	Valid Percent	Cum Percent
Very good	1	155	51.7	52.2	52.2
	2	66	22.0	22.2	74.4
	3	41	13.7	13.8	88.2
	4	10	3.3	3.4	91.6
Very poor	5	17	5.7	5.7	97.3
DK	6	8	2.7	2.7	100.0
	.	3	1.0	Missing	
	Total	300	100.0	100.0	

Valid cases   297   Missing cases   3

V9B   Q9b. Courteousness/Friendliness?

Value Label	Value	Frequency	Percent	Valid Percent	Cum Percent
Very good	1	147	49.0	49.5	49.5
	2	67	22.3	22.6	72.1
	3	44	14.7	14.8	86.9
	4	26	8.7	8.8	95.6
Very poor	5	6	2.0	2.0	97.6
DK	6	7	2.3	2.4	100.0
	.	3	1.0	Missing	
	Total	300	100.0	100.0	

Valid cases   297   Missing cases   3

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V9C   Q9c. Understanding needs?

Value Label	Value	Frequency	Percent	Valid Percent	Cum Percent
Very good	1	141	47.0	47.5	47.5
	2	65	21.7	21.9	69.4
	3	44	14.7	14.8	84.2
	4	29	9.7	9.8	93.9
Very poor	5	10	3.3	3.4	97.3
DK	6	8	2.7	2.7	100.0
	.	3	1.0	Missing	
	Total	300	100.0	100.0	

Valid cases   297   Missing cases   3

V9D   Q9d. Knowledge/routes and services?

Value Label	Value	Frequency	Percent	Valid Percent	Cum Percent
Very good	1	177	59.0	59.6	59.6
	2	43	14.3	14.5	74.1
	3	35	11.7	11.8	85.9
	4	3	1.0	1.0	86.9
Very poor	5	29	9.7	9.8	96.6
DK	6	10	3.3	3.4	100.0
	.	3	1.0	Missing	
	Total	300	100.0	100.0	

Valid cases   297   Missing cases   3

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V9E   Q9e. Personal appearance?

Value Label	Value	Frequency	Percent	Valid Percent	Cum Percent
Very good	1	164	54.7	55.2	55.2
	2	66	22.0	22.2	77.4
	3	16	5.3	5.4	82.8
	4	15	5.0	5.1	87.9
Very poor	5	23	7.7	7.7	95.6
DK	6	13	4.3	4.4	100.0
	.	3	1.0	Missing	
	Total	300	100.0	100.0	

Valid cases   297   Missing cases   3

V9F   Q9f. Overall job performance?

Value Label	Value	Frequency	Percent	Valid Percent	Cum Percent
Very good	1	161	53.7	54.2	54.2
	2	67	22.3	22.6	76.8
	3	35	11.7	11.8	88.6
	4	11	3.7	3.7	92.3
Very poor	5	16	5.3	5.4	97.6
DK	6	7	2.3	2.4	100.0
	.	3	1.0	Missing	
	Total	300	100.0	100.0	

Valid cases   297   Missing cases   3

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V10   Q10. Primary means of transportation?

Value Label	Value	Frequency	Percent	Valid Percent	Cum Percent
Drive own car	1	37	12.3	12.3	12.3
Carpool	2	11	3.7	3.7	16.0
Vanpool	3	4	1.3	1.3	17.3
Bus	4	179	59.7	59.7	77.0
Walk/jog	8	13	4.3	4.3	81.3
Work at home	9	1	.3	.3	81.7
Do not work outside	10	55	18.3	18.3	100.0
	Total	300	100.0	100.0	

Valid cases   300   Missing cases   0

V11   Q11. Non-work related trips?

Value Label	Value	Frequency	Percent	Valid Percent	Cum Percent
Drive own car	1	48	16.0	16.1	16.1
Carpool	2	24	8.0	8.1	24.2
Bus	4	200	66.7	67.1	91.3
Walk/jog	8	25	8.3	8.4	99.7
Do not work outside	10	1	.3	.3	100.0
	.	2	.7	Missing	
	Total	300	100.0	100.0	

Valid cases   298   Missing cases   2

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V12   Q12. Bus stop near home?

Value Label	Value	Frequency	Percent	Valid Percent	Cum Percent
Yes	1	247	82.3	82.3	82.3
No	2	52	17.3	17.3	99.7
DK	3	1	.3	.3	100.0
	Total	300	100.0	100.0	

Valid cases   300   Missing cases   0

V13A   Q13a. Why/start using bus?

Value Label	Value	Frequency	Percent	Valid Percent	Cum Percent
Gets me where/gotta	1	3	1.0	1.3	1.3
Mall	2	6	2.0	2.6	3.9
Conv for work	3	31	10.3	13.5	17.5
No driving/bad weath	4	3	1.0	1.3	18.8
No other transportat	5	156	52.0	68.1	86.9
Don't worry about dr	6	1	.3	.4	87.3
Conv/reliable	7	2	.7	.9	88.2
Car problems	8	16	5.3	7.0	95.2
Use for work	9	3	1.0	1.3	96.5
Inexpensive	10	2	.7	.9	97.4
DK	77	6	2.0	2.6	100.0
	.	71	23.7	Missing	
	Total	300	100.0	100.0	

Valid cases   229   Missing cases   71

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V13B   Q13b. Why/start using bus?

Value Label	Value	Frequency	Percent	Valid Percent	Cum Percent
Conv for work	3	4	1.3	44.4	44.4
Don't worry about dr	6	2	.7	22.2	66.7
Use for work	9	3	1.0	33.3	100.0
	.	291	97.0	Missing	
	Total	300	100.0	100.0	

Valid cases   9   Missing cases   291

V14A1   Q14a1. Where would you like service?

Value Label	Value	Frequency	Percent	Valid Percent	Cum Percent
New Fairfield	1	55	18.3	23.8	23.8
Redding	2	14	4.7	6.1	29.9
Ridgefield	3	45	15.0	19.5	49.4
Waterbury	4	28	9.3	12.1	61.5
Brewster	6	10	3.3	4.3	65.8
White Plains	7	2	.7	.9	66.7
Newtown	8	10	3.3	4.3	71.0
Manhattan	9	7	2.3	3.0	74.0
Norwalk	10	9	3.0	3.9	77.9
Stamford	11	5	1.7	2.2	80.1
Bridgeport	13	21	7.0	9.1	89.2
Hartford	15	4	1.3	1.7	90.9
Other	17	2	.7	.9	91.8
None	18	18	6.0	7.8	99.6
All	19	1	.3	.4	100.0
	.	69	23.0	Missing	
		-------	-------	-------	
	Total	300	100.0	100.0	

Valid cases   231   Missing cases   69

V14A2   Q14a2. Where would you like service?

Value Label	Value	Frequency	Percent	Valid Percent	Cum Percent
Redding	2	4	1.3	2.6	2.6
Ridgefield	3	15	5.0	9.9	12.5
Waterbury	4	10	3.3	6.6	19.1
Southbury	5	5	1.7	3.3	22.4
Brewster	6	19	6.3	12.5	34.9
White Plains	7	6	2.0	3.9	38.8
Newtown	8	9	3.0	5.9	44.7
Manhattan	9	40	13.3	26.3	71.1
Norwalk	10	12	4.0	7.9	78.9
Stamford	11	10	3.3	6.6	85.5
Bridgeport	13	6	2.0	3.9	89.5
New Haven	14	15	5.0	9.9	99.3
Other	17	1	.3	.7	100.0
	.	148	49.3	Missing	
	Total	300	100.0	100.0	

Valid cases   152   Missing cases   148

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V14B1   Q14b1. What/consider taking bus?

Value Label	Value	Frequency	Percent	Valid Percent	Cum Percent
More bus frequency	1	106	35.3	36.8	36.8
Reduced fared	2	26	8.7	9.0	45.8
Company bus subsidie	3	2	.7	.7	46.5
On time buses	4	20	6.7	6.9	53.5
Flexible hours	5	1	.3	.3	53.8
Cleanliness	6	7	2.3	2.4	56.3
Convenient routes	7	17	5.7	5.9	62.2
Expanded routes	8	3	1.0	1.0	63.2
Night/Sunday service	9	66	22.0	22.9	86.1
Faster travel time	10	2	.7	..7	86.8
Express bus to other	11	7	2.3	2.4	89.2
Nothing	14	31	10.3	10.8	100.0
	.	12	4.0	Missing	
	Total	300	100.0	100.0	

Valid cases   288   Missing cases   12

V14B2   Q14b2. What/consider taking bus?

Value Label	Value	Frequency	Percent	Valid Percent	Cum Percent
Reduced fared	2	5	1.7	3.0	3.0
On time buses	4	1	.3	.6	3.7
Flexible hours	5	2	.7	1.2	4.9
Cleanliness	6	3	1.0	1.8	6.7
Convenient routes	7	6	2.0	3.7	10.4
Night/Sunday service	9	107	35.7	65.2	75.6
Faster travel time	10	15	5.0	9.1	84.8
Express bus to other	11	4	1.3	2.4	87.2
More service availab	12	11	3.7	6.7	93.9
More courteous emplo	13	10	3.3	6.1	100.0
	.	136	45.3	Missing	
		-------	-------	-------	
	Total	300	100.0	100.0	

Valid cases   164   Missing cases   136

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V15A   Q15a. Incentives?

Value Label	Value	Frequency	Percent	Valid Percent	Cum Percent
More info/services	1	2	.7	1.6	1.6
None	2	7	2.3	5.6	7.1
Install radio on bus	3	2	.7	1.6	8.7
Faster travel times	4	4	1.3	3.2	11.9
Mailings	5	2	.7	1.6	13.5
Lower fares	6	6	2.0	4.8	18.3
Corp bus passes	7	2	.7	1.6	19.8
Increase routes/time	8	7	2.3	5.6	25.4
Night/Sunday service	9	57	19.0	45.2	70.6
Lower fares	10	2	.7	1.6	72.2
Express/other towns	11	1	.3	.8	73.0
Cleaner buses	12	6	2.0	4.8	77.8
DK	77	28	9.3	22.2	100.0
	.	174	58.0	Missing	
		-------	-------	-------	
	Total	300	100.0	100.0	

Valid cases   126   Missing cases   174

V15B   Q15b. Incentives?

Value Label	Value	Frequency	Percent	Valid Percent	Cum Percent
Increase routes/time	8	1	.3	11.1	11.1
Night/Sunday service	9	5	1.7	55.6	66.7
Express/other towns	11	3	1.0	33.3	100.0
	.	291	97.0	Missing	
	Total	300	100.0	100.0	

Valid cases   9   Missing cases   291

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V16   Q16. How often take bus?

Value Label	Value	Frequency	Percent	Valid Percent	Cum Percent
Less 1 trip/week	1	34	11.3	11.4	11.4
1 trip/week	2	27	9.0	9.0	20.4
2-5 trips/week	3	127	42.3	42.5	62.9
6-10 trips/week	4	70	23.3	23.4	86.3
11-14 trips/week	5	17	5.7	5.7	92.0
15 or more trips/wee	6	14	4.7	4.7	96.7
DK	7	10	3.3	3.3	100.0
	.	1	.3	Missing	
	Total	300	100.0	100.0	

Valid cases   299   Missing cases   1

V17   Q17. Primary purpose?

Value Label	Value	Frequency	Percent	Valid Percent	Cum Percent
Work	1	152	50.7	50.8	50.8
Shopping	2	103	34.3	34.4	85.3
Visiting	3	17	5.7	5.7	91.0
Medical	4	13	4.3	4.3	95.3
School	5	7	2.3	2.3	97.7
Other	7	7	2.3	2.3	100.0
	.	1	.3	Missing	
	Total	300	100.0	100.0	

Valid cases   299   Missing cases   1

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V18A   Q18a. How/communicate w/you?

Value Label	Value	Frequency	Percent	Valid Percent	Cum Percent
Newspapers	1	140	46.7	46.7	46.7
Radio	2	41	13.7	13.7	60.3
Television	3	32	10.7	10.7	71.0
Mailings	4	51	17.0	17.0	88.0
Billboards	5	2	.7	.7	88.7
Word of mouth	6	14	4.7	4.7	93.3
DK	7	20	6.7	6.7	100.0
	Total	300	100.0	100.0	

Valid cases   300   Missing cases   0

V18C2   Q18c2. Suggestions?

Value Label	Value	Frequency	Percent	Valid Percent	Cum Percent
	.	300	100.0	Missing	
	Total	300	100.0	100.0	

Valid cases   0   Missing cases   300

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V19   Q19. Own a car?

Value Label	Value	Frequency	Percent	Valid Percent	Cum Percent
Yes, one	1	80	26.7	27.4	27.4
Yes, two	2	2	.7	.7	28.1
Yes, three or more	3	9	3.0	3.1	31.2
No	4	193	64.3	66.1	97.3
DK	5	8	2.7	2.7	100.0
	.	8	2.7	Missing	
	Total	300	100.0	100.0	

Valid cases   292   Missing cases   8

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V20   Q20. Trips to Danbury Mall?

Value Label	Value	Frequency	Percent	Valid Percent	Cum Percent
None	1	46	15.3	15.7	15.7
0-1	2	89	29.7	30.4	46.1
2-5	3	81	27.0	27.6	73.7
6-10	4	26	8.7	8.9	82.6
11 or more	5	49	16.3	16.7	99.3
DK	6	2	.7	.7	100.0
	.	7	2.3	Missing	
	Total	300	100.0	100.0	

Valid cases   293   Missing cases   7

V21   Q21. Highest grade of school completed?

				Valid	Cum
Value Label	Value	Frequency	Percent	Percent	Percent
Some high school	1	54	18.0	18.5	18.5
Graduated high schoo	2	150	50.0	51.4	69.9
Some college	3	33	11.0	11.3	81.2
Graduated college	4	38	12.7	13.0	94.2
Post-graduate work	5	2	.7	.7	94.9
RF	7	15	5.0	5.1	100.0
	.	8	2.7	Missing	
	Total	300	100.0	100.0	

Valid cases   292   Missing cases   8

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V22   Q22. Age?

				Valid	Cum
Value Label	Value	Frequency	Percent	Percent	Percent
18 to 21	1	38	12.7	13.0	13.0
22 to 24	2	45	15.0	15.4	28.4
25 to 34	3	45	15.0	15.4	43.8
35 to 44	4	48	16.0	16.4	60.3
45 to 54	5	38	12.7	13.0	73.3
55 to 64	6	19	6.3	6.5	79.8
65 to 74	7	30	10.0	10.3	90.1
75 or older	8	27	9.0	9.2	99.3
RF	9	2	.7	.7	100.0
	.	8	2.7	Missing	
	Total	300	100.0	100.0	

Valid cases   292   Missing cases   8

V23   Q23. Total family income?

Value Label	Value	Frequency	Percent	Valid Percent	Cum Percent
Under $9,999	1	64	21.3	22.9	22.9
$10,000 to $24,999	2	74	24.7	26.5	49.5
$25,000 to $39,999	3	37	12.3	13.3	62.7
$40,000 to $49,999	4	15	5.0	5.4	68.1
$50,000 to $59,999	5	13	4.3	4.7	72.8
$60,000 to $74,999	6	5	1.7	1.8	74.6
$75,000 or more	7	1	.3	.4	74.9
DK	8	23	7.7	8.2	83.2
RF	9	47	15.7	16.8	100.0
	.	21	7.0	Missing	
	Total	300	100.0	100.0	

Valid cases   279   Missing cases   21

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V24A   Q24a. What town do you live in?

Value Label	Value	Frequency	Percent	Valid Percent	Cum Percent
Danbury	1	201	67.0	68.8	68.8
Ridgefield	2	5	1.7	1.7	70.5
New Milford	3	24	8.0	8.2	78.8
Brookfield	4	9	3.0	3.1	81.8
Bethel	5	50	16.7	17.1	99.0
New Fairfield	6	3	1.0	1.0	100.0
	.	8	2.7	Missing	
	Total	300	100.0	100.0	

Valid cases   292   Missing cases   8

V24B   Q25b. What town do you work in?

Value Label	Value	Frequency	Percent	Valid Percent	Cum Percent
Danbury	1	160	53.3	76.2	76.2
Ridgefield	2	7	2.3	3.3	79.5
New Milford	3	10	3.3	4.8	84.3
Brookfield	4	18	6.0	8.6	92.9
Bethel	5	13	4.3	6.2	99.0
Redding	8	2	.7	1.0	100.0
	.	90	30.0	Missing	
	Total	300	100.0	100.0	

Valid cases   210   Missing cases   90

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V25   Q25. Gender?

Value Label	Value	Frequency	Percent	Valid Percent	Cum Percent
Male	1	138	46.0	46.0	46.0
Female	2	162	54.0	54.0	100.0
	Total	300	100.0	100.0	

Valid cases   300   Missing cases   0

- -

V26   Q26. Route?

Value Label	Value	Frequency	Percent	Valid Percent	Cum Percent
1	1	41	13.7	13.7	13.7
2	2	63	21.0	21.0	34.7
3	3	36	12.0	12.0	46.7
4	4	19	6.3	6.3	53.0
5	5	45	15.0	15.0	68.0
6	6	57	19.0	19.0	87.0
7	7	39	13.0	13.0	100.0
	Total	300	100.0	100.0	

Valid cases   300   Missing cases   0

SweetHART
Composite Data

1A   Q1a. Aware-seven routes?

Value Label	Value	Frequency	Percent	Valid Percent	Cum Percent
Yes	1	49	49.0	49.0	49.0
No	2	51	51.0	51.0	100.0
	Total	100	100.0	100.0	

Valid cases   100   Missing cases   0

- -

V1B   Q1b. Purpose of trip today?

Value Label	Value	Frequency	Percent	Valid Percent	Cum Percent
Work	1	2	2.0	2.0	2.0
Shopping	2	47	47.0	47.0	49.0
Medical appt	3	26	26.0	26.0	75.0
Senior Center	4	11	11.0	11.0	86.0
Other	6	14	14.0	14.0	100.0
	Total	100	100.0	100.0	

Valid cases   100   Missing cases   0

- -

2   Q2. Recall advertising?

Value Label	Value	Frequency	Percent	Valid Percent	Cum Percent
Yes	1	26	26.0	26.0	26.0
No	2	74	74.0	74.0	100.0
	Total	100	100.0	100.0	

Valid cases   100   Missing cases   0

V3   Q3. What advertising?

Value Label	Value	Frequency	Percent	Valid Percent	Cum Percent
Newspaper	1	6	6.0	100.0	100.0
	.	94	94.0	Missing	
	Total	100	100.0	100.0	

Valid cases   6   Missing cases   94

- -

V4A   Q4a. Aware-Stuff a Bus?

Value Label	Value	Frequency	Percent	Valid Percent	Cum Percent
Yes	1	34	34.0	34.0	34.0
No	2	66	66.0	66.0	100.0
	Total	100	100.0	100.0	

Valid cases   100   Missing cases   0

- -

V4B   Q4b. Aware-Try Transit Week?

Value Label	Value	Frequency	Percent	Valid Percent	Cum Percent
Yes	1	2	2.0	2.0	2.0
No	2	98	98.0	98.0	100.0
	Total	100	100.0	100.0	

Valid cases   100   Missing cases   0

4C   Q4c. Aware-Don't Be An SOV?

Value Label	Value	Frequency	Percent	Valid Percent	Cum Percent
No	2	100	100.0	100.0	100.0
	Total	100	100.0	100.0	

Valid cases   100   Missing cases   0

- -

V5   Q5. Aware-received budget from federal?

Value Label	Value	Frequency	Percent	Valid Percent	Cum Percent
Yes	1	66	66.0	66.0	66.0
No	2	34	34.0	34.0	100.0
	Total	100	100.0	100.0	

Valid cases   100   Missing cases   0

- -

6   Q6. Public financial support?

Value Label	Value	Frequency	Percent	Valid Percent	Cum Percent
Very important	1	24	24.0	24.0	24.0
Somewhat important	2	66	66.0	66.0	90.0
Somewhat unimportant	3	3	3.0	3.0	93.0
DK	5	7	7.0	7.0	100.0
	Total	100	100.0	100.0	

Valid cases   100   Missing cases   0

V7A   Q7a. Support increase in taxes?

Value Label	Value	Frequency	Percent	Valid Percent	Cum Percent
Very likely	1	6	6.0	6.0	6.0
Somewhat likely	2	33	33.0	33.0	39.0
Somewhat unlikely	3	16	16.0	16.0	55.0
Not at all likely	4	31	31.0	31.0	86.0
DK	5	14	14.0	14.0	100.0
	Total	100	100.0	100.0	

Valid cases   100   Missing cases   0

- -

V7B   Q7b. Pay property taxes?

Value Label	Value	Frequency	Percent	Valid Percent	Cum Percent
Yes	1	21	21.0	21.0	21.0
No	2	79	79.0	79.0	100.0
	Total	100	100.0	100.0	

Valid cases   100   Missing cases   0

- -

V8A   Q8a. Dependable/reliable service?

Value Label	Value	Frequency	Percent	Valid Percent	Cum Percent
Very good	1	63	63.0	63.0	63.0
	2	32	32.0	32.0	95.0
	3	2	2.0	2.0	97.0
DK	6	3	3.0	3.0	100.0
	Total	100	100.0	100.0	

Valid cases   100   Missing cases   0

8B   Q8b. Keeping riders informed?

Value Label	Value	Frequency	Percent	Valid Percent	Cum Percent
Very good	1	82	82.0	82.0	82.0
	2	16	16.0	16.0	98.0
	3	2	2.0	2.0	100.0
	Total	100	100.0	100.0	

Valid cases   100   Missing cases   0

- -

8C   Q8c. Being open and honest?

Value Label	Value	Frequency	Percent	Valid Percent	Cum Percent
Very good	1	77	77.0	77.0	77.0
	2	18	18.0	18.0	95.0
	3	5	5.0	5.0	100.0
	Total	100	100.0	100.0	

Valid cases   100   Missing cases   0

- -

8D   Q8d. Reducing traffic congestion?

Value Label	Value	Frequency	Percent	Valid Percent	Cum Percent
Very good	1	73	73.0	73.0	73.0
	2	20	20.0	20.0	93.0
	3	3	3.0	3.0	96.0
DK	6	4	4.0	4.0	100.0
	Total	100	100.0	100.0	

Valid cases   100   Missing cases   0

V8E   Q8e. Responsive/caring employees?

Value Label	Value	Frequency	Percent	Valid Percent	Cum Percent
Very good	1	84	84.0	84.0	84.0
	2	14	14.0	14.0	98.0
	3	2	2.0	2.0	100.0
	Total	100	100.0	100.0	

Valid cases   100   Missing cases   0

- -

V8F   Q8f. Keeping fares low?

Value Label	Value	Frequency	Percent	Valid Percent	Cum Percent
Very good	1	74	74.0	74.0	74.0
	2	26	26.0	26.0	100.0
	Total	100	100.0	100.0	

Valid cases   100   Missing cases   0

- -

V8G   Q8g. Concern about problems?

Value Label	Value	Frequency	Percent	Valid Percent	Cum Percent
Very good	1	77	77.0	77.0	77.0
	2	18	18.0	18.0	95.0
	3	5	5.0	5.0	100.0
	Total	100	100.0	100.0	

Valid cases   100   Missing cases   0

V8H   Q8h. Convenient route schedule?

Value Label	Value	Frequency	Percent	Valid Percent	Cum Percent
Very good	1	85	85.0	85.0	85.0
	2	12	12.0	12.0	97.0
	3	3	3.0	3.0	100.0
	Total	100	100.0	100.0	

Valid cases   100   Missing cases   0

- -

V8I   Q8i. Bus appearance?

Value Label	Value	Frequency	Percent	Valid Percent	Cum Percent
Very good	1	85	85.0	85.0	85.0
	2	13	13.0	13.0	98.0
	3	2	2.0	2.0	100.0
	Total	100	100.0	100.0	

Valid cases   100   Missing cases   0

- -

V8J   Q8j. Easy to use maps?

Value Label	Value	Frequency	Percent	Valid Percent	Cum Percent
Very good	1	70	70.0	70.0	70.0
	2	17	17.0	17.0	87.0
	3	3	3.0	3.0	90.0
DK	6	10	10.0	10.0	100.0
	Total	100	100.0	100.0	

Valid cases   100   Missing cases   0

V8K   Q8k. Maintainin safety?

Value Label	Value	Frequency	Percent	Valid Percent	Cum Percent
Very good	1	79	79.0	79.0	79.0
	2	16	16.0	16.0	95.0
	3	5	5.0	5.0	100.0
	Total	100	100.0	100.0	

Valid cases   100   Missing cases   0

- -

V8L   Q81. Frequency/on-time pick-ups?

Value Label	Value	Frequency	Percent	Valid Percent	Cum Percent
Very good	1	71	71.0	71.0	71.0
	2	22	22.0	22.0	93.0
	3	7	7.0	7.0	100.0
	Total	100	100.0	100.0	

Valid cases   100   Missing cases   0

- -

V8M   Q8m. Bus comfort?

Value Label	Value	Frequency	Percent	Valid Percent	Cum Percent
Very good	1	84	84.0	84.0	84.0
	2	16	16.0	16.0	100.0
	Total	100	100.0	100.0	

Valid cases   100   Missing cases   0

8N   Q8n. Overall satisfaction?

Value Label		Value	Frequency	Percent	Valid Percent	Cum Percent
Very good		1	90	90.0	90.0	90.0
		2	10	10.0	10.0	100.0
			-------	-------	-------	
		Total	100	100.0	100.0	

Valid cases   100   Missing cases   0

- -

9A1   Q9a1. Willingness to help?

Value Label		Value	Frequency	Percent	Valid Percent	Cum Percent
Very good		1	77	77.0	77.0	77.0
		2	8	8.0	8.0	85.0
		3	10	10.0	10.0	95.0
		4	5	5.0	5.0	100.0
			-------	-------	-------	
		Total	100	100.0	100.0	

Valid cases   100   Missing cases   0

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9A2   Q9a2. Courteousness/Friendliness?

Value Label		Value	Frequency	Percent	Valid Percent	Cum Percent
Very good		1	83	83.0	83.0	83.0
		2	2	2.0	2.0	85.0
		3	7	7.0	7.0	92.0
		4	8	8.0	8.0	100.0
			-------	-------	-------	
		Total	100	100.0	100.0	

Valid cases   100   Missing cases   0

V9A3   Q9a3. Understanding needs?

Value Label	Value	Frequency	Percent	Valid Percent	Cum Percent
Very good	1	75	75.0	75.0	75.0
	2	9	9.0	9.0	84.0
	3	13	13.0	13.0	97.0
Very poor	5	3	3.0	3.0	100.0
	Total	100	100.0	100.0	

Valid cases   100   Missing cases   0

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V9A4   Q9a4. Knowledge/routes and services?

Value Label	Value	Frequency	Percent	Valid Percent	Cum Percent
Very good	1	78	78.0	78.0	78.0
	2	8	8.0	8.0	86.0
	3	6	6.0	6.0	92.0
	4	8	8.0	8.0	100.0
	Total	100	100.0	100.0	

Valid cases   100   Missing cases   0

- -

V9A5   Q9a5. Personal appearance?

Value Label	Value	Frequency	Percent	Valid Percent	Cum Percent
Very good	1	76	76.0	76.0	76.0
	2	10	10.0	10.0	86.0
	3	10	10.0	10.0	96.0
	4	4	4.0	4.0	100.0
	Total	100	100.0	100.0	

Valid cases   100   Missing cases   0

9A6   Q9a6. Overall job performance?

Value Label	Value	Frequency	Percent	Valid Percent	Cum Percent
Very good	1	80	80.0	80.0	80.0
	2	5	5.0	5.0	85.0
	3	8	8.0	8.0	93.0
	4	7	7.0	7.0	100.0
		-------	-------	-------	
	Total	100	100.0	100.0	

Valid cases   100   Missing cases   0

- -

9B1   Q9b1. Willingness to help?

Value Label	Value	Frequency	Percent	Valid Percent	Cum Percent
Very good	1	89	89.0	89.0	89.0
	2	9	9.0	9.0	98.0
	3	2	2.0	2.0	100.0
		-------	-------	-------	
	Total	100	100.0	100.0	

Valid cases   100   Missing cases   0

- -

9B2   Q9b2. Courteousness/Friendliness?

Value Label	Value	Frequency	Percent	Valid Percent	Cum Percent
Very good	1	87	87.0	87.0	87.0
	2	13	13.0	13.0	100.0
		-------	-------	-------	
	Total	100	100.0	100.0	

Valid cases   100   Missing cases   0

V9B3 Q9b3. Understanding needs?

Value Label	Value	Frequency	Percent	Valid Percent	Cum Percent
Very good	1	89	89.0	89.0	89.0
	2	5	5.0	5.0	94.0
	3	6	6.0	6.0	100.0
	Total	100	100.0	100.0	

Valid cases   100   Missing cases   0

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V9B4 Q9b4. Knowledge/routes and services?

Value Label	Value	Frequency	Percent	Valid Percent	Cum Percent
Very good	1	86	86.0	86.0	86.0
	2	14	14.0	14.0	100.0
	Total	100	100.0	100.0	

Valid cases   100   Missing cases   0

- -

V9B5 Q9b5. Overall job performance?

Value Label	Value	Frequency	Percent	Valid Percent	Cum Percent
Very good	1	84	84.0	84.0	84.0
	2	14	14.0	14.0	98.0
	3	2	2.0	2.0	100.0
	Total	100	100.0	100.0	

Valid cases   100   Missing cases   0

13A1 Q13a1. Where would you like service?

Value Label	Value	Frequency	Percent	Valid Percent	Cum Percent
New Fairfield	1	7	7.0	19.4	19.4
Redding	2	6	6.0	16.7	36.1
Ridgefield	3	2	2.0	5.6	41.7
Waterbury	4	7	7.0	19.4	61.1
Southbury	5	9	9.0	25.0	86.1
Brewster	6	5	5.0	13.9	100.0
	.	64	64.0	Missing	
	Total	100	100.0	100.0	

Valid cases   36   Missing cases   64

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V13A2 Q13a2. Where would you like service?

Value Label	Value	Frequency	Percent	Valid Percent	Cum Percent
	.	100	100.0	Missing	
	Total	100	100.0	100.0	

Valid cases   0   Missing cases   100

- -

V13B1 Q13b1. What/consider taking bus?

Value Label	Value	Frequency	Percent	Valid Percent	Cum Percent
Convenient routes	7	3	3.0	3.1	3.1
Night/Sunday service	9	57	57.0	59.4	62.5
Nothing	14	36	36.0	37.5	100.0
	.	4	4.0	Missing	
	Total	100	100.0	100.0	

Valid cases   96   Missing cases   4

V13B2

Value Label	Value	Frequency	Percent	Valid Percent	Cum Percent
	.	100	100.0	Missing	
		-------	-------	-------	
	Total	100	100.0	100.0	

Valid cases   0   Missing cases   100

- -

V14   Q14. Incentives?

Value Label	Value	Frequency	Percent	Valid Percent	Cum Percent
More info/services	1	2	2.0	25.0	25.0
Night/Sunday service	9	2	2.0	25.0	50.0
DK	77	4	4.0	50.0	100.0
	.	92	92.0	Missing	
		-------	-------	-------	
	Total	100	100.0	100.0	

Valid cases   8   Missing cases   92

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V15   Q15. How often take bus?

Value Label	Value	Frequency	Percent	Valid Percent	Cum Percent
Less 1 trip/week	1	2	2.0	2.0	2.0
2-5 trips/week	3	51	51.0	51.0	53.0
6-10 trips/week	4	30	30.0	30.0	83.0
11-14 trips/week	5	10	10.0	10.0	93.0
15 or more trips/wee	6	4	4.0	4.0	97.0
DK	7	3	3.0	3.0	100.0
		-------	-------	-------	
	Total	100	100.0	100.0	

Valid cases   100   Missing cases   0

16   Q16. Primary purpose?

Value Label	Value	Frequency	Percent	Valid Percent	Cum Percent
Work	1	4	4.0	4.0	4.0
Shopping	2	41	41.0	41.0	45.0
Visiting	3	4	4.0	4.0	49.0
Medical	4	33	33.0	33.0	82.0
School	5	8	8.0	8.0	90.0
Senior Center	6	10	10.0	10.0	100.0
	Total	100	100.0	100.0	

Valid cases   100   Missing cases   0

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17A   Q17a. How/communicate w/you?

Value Label	Value	Frequency	Percent	Valid Percent	Cum Percent
Newspapers	1	72	72.0	72.0	72.0
Radio	2	16	16.0	16.0	88.0
Television	3	2	2.0	2.0	90.0
Mailings	4	10	10.0	10.0	100.0
	Total	100	100.0	100.0	

Valid cases   100   Missing cases   0

V17B   Q17b. Rate literature?

Value Label	Value	Frequency	Percent	Valid Percent	Cum Percent
Very good	1	41	41.0	41.8	41.8
	2	36	36.0	36.7	78.6
	3	11	11.0	11.2	89.8
	4	2	2.0	2.0	91.8
Very poor	5	2	2.0	2.0	93.9
DK	6	6	6.0	6.1	100.0
	.	2	2.0	Missing	
	Total	100	100.0	100.0	

Valid cases   98   Missing cases   2

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V17C   Q17c. Suggestions?

Value Label	Value	Frequency	Percent	Valid Percent	Cum Percent
DK	77	2	2.0	100.0	100.0
	.	98	98.0	Missing	
	Total	100	100.0	100.0	

Valid cases   2   Missing cases   98

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V19   Q19. Own a car?

Value Label	Value	Frequency	Percent	Valid Percent	Cum Percent
Yes, one	1	2	2.0	2.0	2.0
No	4	98	98.0	98.0	100.0
	Total	100	100.0	100.0	

Valid cases   100   Missing cases   0

20 Q20. Trips to Danbury Mall?

Value Label	Value	Frequency	Percent	Valid Percent	Cum Percent
None	1	44	44.0	44.0	44.0
-1	2	28	28.0	28.0	72.0
2-5	3	28	28.0	28.0	100.0
	Total	100	100.0	100.0	

Valid cases 100 Missing cases 0

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21 Q21. Highest grade of school completed?

Value Label	Value	Frequency	Percent	Valid Percent	Cum Percent
Some high school	1	62	62.0	62.0	62.0
Graduated high schoo	2	30	30.0	30.0	92.0
Some college	3	4	4.0	4.0	96.0
Graduated college	4	2	2.0	2.0	98.0
Post-graduate work	5	2	2.0	2.0	100.0
	Total	100	100.0	100.0	

Valid cases 100 Missing cases 0

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V22 Q22. Age?

Value Label	Value	Frequency	Percent	Valid Percent	Cum Percent
35 to 44	4	5	5.0	5.0	5.0
45 to 54	5	2	2.0	2.0	7.0
55 to 64	6	12	12.0	12.0	19.0
65 to 74	7	51	51.0	51.0	70.0
75 or older	8	30	30.0	30.0	100.0
	Total	100	100.0	100.0	

Valid cases 100 Missing cases 0

V23   Q23. Total family income?

Value Label	Value	Frequency	Percent	Valid Percent	Cum Percent
Under $9,999	1	68	68.0	68.0	68.0
$10,000 to $24,999	2	26	26.0	26.0	94.0
$25,000 to $39,999	3	2	2.0	2.0	96.0
DK	8	4	4.0	4.0	100.0
	Total	100	100.0	100.0	

Valid cases   100   Missing cases   0

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V24A   Q24a. What town do you live in?

Value Label	Value	Frequency	Percent	Valid Percent	Cum Percent
Danbury	1	40	40.0	40.0	40.0
Ridgefield	2	13	13.0	13.0	53.0
New Milford	3	2	2.0	2.0	55.0
Brookfield	4	10	10.0	10.0	65.0
Bethel	5	9	9.0	9.0	74.0
New Fairfield	6	9	9.0	9.0	83.0
Newtown	7	12	12.0	12.0	95.0
Redding	8	5	5.0	5.0	100.0
	Total	100	100.0	100.0	

Valid cases   100   Missing cases   0

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V24B   Q25b. What town do you work in?

Value Label	Value	Frequency	Percent	Valid Percent	Cum Percent
Danbury	1	4	4.0	57.1	57.1
New Milford	3	3	3.0	42.9	100.0
	.	93	93.0	Missing	
	Total	100	100.0	100.0	

Valid cases   7   Missing cases   93

V25   Q25. Gender?

Value Label	Value	Frequency	Percent	Valid Percent	Cum Percent
Male	1	29	29.0	29.0	29.0
Female	2	71	71.0	71.0	100.0
		-------	-------	-------	
	Total	100	100.0	100.0	

Valid cases   100   Missing cases   0

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